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THE NATIONAL PROVISIONER

May 26, 1956

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News and Views

THE NATIONAL PROVISIONER

VOL. 134 No. 21

MAY 26, 1956

A Better Attitude

We find it encouraging that in three or four recent instances of dispute over legislation or regulations affecting the meat packing industry, legislators and public officials have shown a tendency to act reasonably and to modify their first ideas on the subjects under consideration.

In several cases there is no doubt that the proposed laws and regulations had worthy objectives, but that in actual practice they would have accomplished more harm than good for livestock producers, processors, distributors and the consuming public.

Obdurate legislators and regulatory officials, who have kept their eyes fixed only on the "end," have sometimes in the past used their power arbitrarily to harm the livestock and meat industry and its customers. They have not always been willing to accept the industry's suggestions in good faith.

The meat industry is not insensitive to the need for progressive legislation in many fields; it recognizes that in modern society the consuming public needs protection.

However, it also recognizes that progress must sometimes grow, rather than be created by mandate, and that to attempt to do the latter may wipe out the very agencies and compromise the very relationships at which the improvements are aimed.

An Explanation of meat shrinkage problems by representatives of WSMFA, NIMPA and the AMI convinced the laws and regulations committee of the National Conference on Weights and Measures this week that it had been asking the impossible. The committee agreed to withdraw for further study its proposal that would have required packers to label all packaged meat products so that, when received by retail dealers, the packages would contain the weight declared. The committee also indicated it may modify its stand against proposed legislation that would authorize interstate packers to omit the marking of weight on meat packages of irregular size. The National Conference on Weights and Measures is an organization of state weights and measures officials.

A New Compromise farm bill was approved by Congress and sent to the White House this week, 37 days after President Eisenhower vetoed the first farm measure. Republicans predicted he would sign the second bill, which contains the Administration's \$1,200,000,000 soil bank plan and does not provide for high, rigid price supports. Other major features to which the President objected also were watered down or deleted from the new measure, which represents a compromise between differing House and Senate bills. The Senate yielded to the House and wrote into the bill language directing the Secretary of Agriculture to start the soil bank program this year. The House accepted the Senate modification of the mandatory feed grain price-support provision, providing for a lower level of support. House provisions to include grazing land in the bank were eliminated.

Compulsion Is Not the answer, USDA and industry spokesmen told a Senate agriculture committee subcommittee considering the so-called "humane" slaughter bill introduced by Senator Humphrey (D-Minn.). The bill would require that animals be rendered insensible before slaughter. "This is a field in which education and cooperation will bring more satisfactory results" than compulsion, testified M. R. Clarkson, deputy administrator of the Agriculture Research Service. Dr. W. A. Barnette, sr., president of Greenwood Packing Plant, Greenwood, S. C., said the cost of changing slaughter methods to conform to those prescribed by the bill would be prohibitive for the small operator.

A June Wedding definitely is "out" for the two major packinghouse unions, officials of both internationals have announced, although expressing hope that the unions yet may wind up as a single organization. The merger convention that had been set for June 11 in Cincinnati has been called off although the Amalgamated Meat Cutters & Butcher Workmen of North America will proceed with a separate convention in the Cincinnati Music Hall on that date. Earl W. Jimerson, president of the Amalgamated, said there is a possibility that a merger convention may be held about three months later. The United Packinghouse Workers of America has rescheduled its convention for June 18-22 at the Cincinnati Music Hall. "While it is to be hoped that someplace down the road our two unions may find it possible to get together in a more satisfactory relationship, we are going to turn our attention toward paddling our own canoe for awhile," said Ralph Helstein, UPWA president. The unions plan to cooperate, however, in the forthcoming wage opener talks, Jimerson and Helstein announced.



NP CAMERA gets a new slant on a slice of the audience.

WITH three major membership services—a new accounting manual, a labor library and salesmanship training—already in operation, and other meat packer aids in the planning stage, thousands of representatives of NIMPA members companies gathered with suppliers in Chicago from May 12 to 15 for the dynamic association's fifteenth annual meeting.

Registration at 3,048 topped that of any previous convention and at most of the informal clinics the members and panel experts participated actively in the discussion of industry problems and opportunities.

Chris E. Finkbeiner of Little Rock Packing Co. will again serve as president and chairman of the board of the National Independent Meat Packers Association for 1956-57. John E. Thompson, Reliable Packing Co., was re-elected first vice president and W. L. Medford of Medford's, Inc., Wilbur La Roe, jr., and John A. Killick were continued in their posts of treasurer, general counsel and executive secretary, respectively.

The NIMPA board of directors endorsed the suggestion of Senator Humphrey of Minnesota that a competent and representative advisory committee be established by the Secretary of Agriculture to study the problem of humane slaughter, and that the committee report on progress periodically through the Secretary to the committee on agriculture and forestry of the U. S. Senate. At the same time the board expressed the firm conviction that methods of humane slaughter have not been developed to the point of economic practicability, and that many NIMPA members might be seriously injured or financially ruined if legislative compulsion were substituted for voluntary cooperation in the effort to improve slaughter methods.

Pointing out that the industry's need for teamwork cannot be entirely fulfilled because packers are not well organized in all of the states, and there is not a strong enough tie-in between NIMPA and the state groups, the NIMPA board declared it to be the policy of the association to encourage the organization and operation of state associations of meat packers; to enlist members of state associations as members of NIMPA, and the regional vice presidents, directors and members of NIMPA in the various geographical areas should cooperate to make this policy effective.

The association also went on record as favoring the temporary continuance of certification of Orange 1 color by the Food and Drug Administration for long enough to permit the development of a suitable substitute color to

NIMPA Goes Ahead With Services and haPla

Thousands throng clinics and
exhibit halls at convention.



LARGE AND ATTENTIVE, and eard question

be employed for the surface tinting of sausage casings.

NIMPA received a report from its general counsel that the right of the Secretary of Agriculture to force meat packers to pay for diseased animals is being challenged, and that the issue will be taken to the courts if necessary on the ground that non-payment for diseased animals is not a "trade practice," over which the Secretary has jurisdiction, and that he has no right to adjudicate a debt claim.

The association went on record against Senator Capehart's bill (S 3282) which is designed to prevent any downward reduction in daily market prices for hogs exceeding 15c per day and 25c per day for cattle.

The group also expressed concern over a proposal by a committee of the National Conference on Weights and Measures to the effect that packages of meat, when delivered to a store or warehouse of a wholesaler or retailer, must conform to the weight marked on the package.

With Membership Plans for More

Accounting manual is unveiled
and sales training is sampled.



and early questioning audiences attended sessions.

Plans were made by the association to encourage the smaller packers to engage more extensively in the exportation of meat and meat products, including lard, under Public Law 480.

A taste of the kind of practical help that will be given to salesmen of NIMPA member companies was furnished by Fred Sharpe, the association's director of sales training, during the sales clinic on the opening day of the convention (see page 57).

Various views on the curing of bacon bellies, smoke-house processing of hams and the use of curing additives were brought forth at the active workshop clinic on curing (see page 60).

A warning that the Democratic party may soon be the captive of politically conscious labor unions was voiced at the industrial relations clinic by Michael J. Bernstein, Republican minority counsel of the Senate committee on Labor and public welfare (see page 67). At the same



EDUCATION IN PROFITS was the theme in the exhibit hall.

meeting John Mohay, director of NIMPA's library of industrial relations information, discussed the scope of the library and its uses.

Experiences in organization, and some of the benefits that can be gained through state meat packer associations, were highlighted at the Sunday afternoon meeting on state groups (see page 75). Al Pollard, executive director of the Arkansas Independent Meat Packers Association, described the effective work done by the organization.

Unveiling of NIMPA's standard manual of cost accounting, developed over two years by the association accounting committee under the chairmanship of Cletus P. Elsen, took place at the accounting clinic (see page 119). Many phases of the new volume, which will sell for \$25 to members and \$50 to non-members, were described during the session.

A little bit of everything, from packaging methods to dealer relations, was examined and discussed at the pre-packaging clinic on Monday, May 14 (see page 107). Speakers emphasized that merchandising is a "must" twin with packaging in a successful program.

Meat packers are willin', but only a few have much experience in the field of frozen meats, it was brought out in panel talks and floor questioning during the frozen meats clinic (see page 93).

Management officials can lead their meat packing concerns toward lower costs and greater profits through livestock conservation practices, as well as by exploiting export possibilities, it was brought out at the management



clinic, proceedings of which will be found on page 79.

Grief may lie ahead for cattle slaughterers unless they can convince Congressmen and humane agencies that they are trying to improve slaughter methods. Experience with captive bolt pistol stunning of cattle was reported at the beef committee meeting (see page 148).

Advertising and merchandising of sausage, as well as its production, were among the topics covered at the sausage clinic held on May 14 (see page 128).

Preservation of meats and meat food products by antibiotics, irradiation, dehydration, or some combination of

the three, may be closer than we think, was the thought left with packers who attended the final convention session on Tuesday afternoon. Officers and directors for 1956-57 were announced (see below) and regional vice presidents reported on the activities of their groups.

The convention ended with a social cocktail party (see pictures on page 154).

A wide range of new equipment and supplies was shown in the exhibition hall during the meeting. Many new and modernized items are pictured and described beginning on page 150.

NIMPA Officers and Directors for 1956-57



C. FINKBEINER



J. E. THOMPSON



J. A. KILLICK



W. L. MEDFORD



WILBUR LA ROE

All officers of NIMPA were re-elected for the 1956-57 year during the annual meeting in Chicago. They are:

President and chairman of the board, Chris E. Finkbeiner, president of Little Rock Packing Co., Little Rock, Ark.; first vice president and vice chairman of the board, John E. Thompson, president of Reliable Packing Co., Chicago; treasurer, W. L. Medford, president of Medford's, Inc., Chester, Pa.; general counsel, Wilbur La Roe, jr., and executive secretary, John A. Killick.

Divisional vice presidents, who were elected at their respective regional meetings during the past several months, also took office at the annual meeting. They are:

Central division, Alan J. Braun, vice president and general manager, The Braun Bros. Packing Co., Troy, Ohio; Eastern division, Carl H. Pieper, president, Oswald & Hess, Inc., Pittsburgh; Midwestern division, Edward W. Olszewski, assistant secretary-treasurer, American Packing Co., St. Louis; Southern division, J. B. Hawkins, general manager, Lykes Bros., Inc., Tampa; Southwestern division, John O. Vaughn, president, Oklahoma Packing Co., Oklahoma City, and Western division, Julius Hoffman, Hoffman Bros. Packing Co., Los Angeles.

Fifteen new directors began three-year terms, expiring in 1959. The complete NIMPA board, listed by division and date of expiration of terms, follows:

Central—1957, D. L. Saylor, II, Luer Bros. Packing Co., Alton, Ill.; R. E. Bartlow, Bartlow Bros., Inc., Rushville, Ill., and Alan Braun, The Braun Bros. Packing Co., Troy, Ohio; 1958, L. E. Liebmann, Liebmann Packing Co., Green Bay, Wis.; J. E. Schlicht, The Zehner Packing Co., Bellevue, Ohio, and Floyd Segel, Wisconsin Packing Co., Milwaukee; 1959, A. R. Burgdorff, Hickory Farms, Inc., New Glarus, Wis.; W. R. Young, Field Packing Co., Owensboro, Ky., and Walter Emge, Emge Packing Co., Fort Branch, Ind.

Eastern—1957, Franklin Weiland, Weiland Packing Co., Phoenixville, Pa.; John J. McKenzie, McKenzie Packing Co., Burlington, Vt., and Carl H. Pieper,

Oswald & Hess, Inc., Pittsburgh; 1958, Albert F. Goetze, Albert F. Goetze, Inc., Baltimore; John Krauss, John Krauss, Inc., Jamaica, N. Y., and F. Howard Firor, Merkel, Inc., Jamaica, N. Y.; 1959, E. H. Habbersett, jr., Habbersett Bros., Media, Pa.; Bernard D. Stearns, B. D. Stearns, Inc., Portland, Me., and Herbert Rumsey, jr., Tobin Packing Co., Inc. Rochester, N. Y.

Midwestern—1957, B. F. Stauffer, Stauffer Food Co., Rocky Ford, Colo., and Fred Glaser, Glaser's Provisions Co., Omaha; 1958, E. Y. Lingle, Seitz Packing Co., Inc., St. Joseph, Mo.; Harry J. Reitz, Reitz Meat Products Co., Kansas City, Mo., and H. A. Elliott, Elliott Packing Co., Duluth; 1959, Gus Glaser, Gus Glaser Meats, Inc., Fort Dodge, Iowa; M. J. Sambol, Sambol Packing Co., Kansas City, Kan., and Robert Dennett, Dugdale Packing Co., St. Joseph.

Southern—1957, R. T. Lay, Lay Packing Co., Knoxville, Tenn.; J. M. Gentry, R. L. Ziegler, Inc., Selma, Ala., and V. H. Bode, Carolina Packers, Inc., Smithfield, N. C.; 1958, A. D. Griffith, Southland Provision Co., Orangeburg, S. C.; Ernest Hicks, Bryan Bros. Packing Co., West Point, Miss., and Gerald H. Meddin, Meddin Packing Co., Savannah, Ga.; 1959, J. J. Swick, Copeland Sausage Co., Alachua, Fla.; Joel E. Harrell, jr., Joel E. Harrell & Son, Inc., Suffolk, Va., and Arnold Autin, Autin Packing Co., Houma, La.

Southwestern—1957, H. F. Glover, Glover Packing Co., Roswell, N. M.; Hans Pauly, Blue Ribbon Packing Co., Houston, and D. J. Twedell, Houston Packing Co., Houston; 1958, Felix Schlosser, Morrilton Packing Co., Morrilton, Ark.; Thomas G. Wright, Canadian Valley Meat Co., Oklahoma City, and Walter Webb, Webb & Co., Helena, Ark.; 1959, Ray Turvey, Turvey Packing Co., Blackwell, Okla.; Ray F. Johnson, Lubbock Packing Co., Lubbock, Tex., and Matthew Brown, Western Meat Packers, Little Rock, Ark.

Western—Matt Smith, S&S Packing Co., Cheyenne, Wyo., and H. W. Larson, Montana Meat Co., Helena, Mont.



"PUT THE dealer on the defensive and gain the offensive" is advice of Fred Sharpe (at microphone) to a group of packinghouse salesmen who acted as guinea pigs at the meeting.

Sharpe Demonstrates How to Improve Selling

SUPPOSE you were showing one of your salesmen how to break in a new territory and a potential customer greeted you with, "I've got too many packers coming in here now."

Or he might say, "Your prices are too high," or "Mr. (Competitor) is a good friend of mine. I've been buying from him for 25 years."

How would you gain that man as a customer? What should you expect of your salesman when he's handling such a situation?

"The mark of a good salesman is being able to think on the spur-of-the-moment," emphasized Fred Sharpe, NIMPA's new director of sales training, at the Saturday morning and afternoon workshop clinic on sales management. "Selling is a profession. The professional salesman will regain the offensive and go ahead to score that sale. We have too many order takers today, and the order taker has no place in the competitive business field."

It is because NIMPA members agreed that there is too much mere order taking in the industry, and salesmen need help in this area, that the association has undertaken the new sales training program under the direction of Sharpe. The Saturday sessions, in addition to yielding many ideas of immediate value, served as a preview of the sales institute phase of the new NIMPA program.

The morning session pointed up the need for sales training and for management to take the lead in this area. Sharpe was assisted in the presentation by a panel consisting of T. H. Broecker, Louisville Provision Co., Louisville; A. R. Burgdorff, Hickory Farms, Inc., New Glarus, Wis.; John Krauss, John Krauss, Inc., Jamaica, N. Y.; Carl C. Neuer, Maurer-Neuer Corp., Kansas City, Kan., and Frank W. Thompson, Southern Foods, Inc., Columbus, Ga. Also participating was NIMPA president, Chris E. Finkbeiner, Little Rock Packing Co., Little Rock, Ark.

During the afternoon session a simulated sales institute was staged by Sharpe with the aid of several salesmen from NIMPA member firms.

Salesmanship almost disappeared from the American scene during the wartime shortages, Sharpe pointed out. Men who have entered the field of sales since 1941 "don't know how" to sell.

"The statement, 'We have some nice hams today,' is not selling," he emphasized. "Your merchandise is good. Salesmen shouldn't go into the store to sell 'meat.' They should go in to sell ideas. What the customer wants from the salesman is a new idea, and it may not even be about his business. All selling is premeditated. A salesman is a doc-

tor and he has to spend a lot of time making his diagnosis."

The sales institutes to be conducted by Sharpe for NIMPA member companies are geared to help salesmen make proper diagnoses by stimulating thought, helping to instill in them the attitude of learning which is necessary for growth and setting the stage for a continuing company sales training program.

Finkbeiner explained the procedure for obtaining Sharpe's services, as approved by the board of directors just before the convention opened. He will be available for on-the-spot training at the plants of members in a self-sustaining program, to be financed by those who desire these individual sales institutes. As a full-time NIMPA staff member, he also will offer a free consultation service to all member firms in a manner to be worked out as the program progresses.

The on-the-spot institutes will include six hours of sales training for a fee of \$500. Two firms in the area may go together and split the fee, paying \$250 each for a joint program. Maximum number of participants in any one program will be 30, although sponsoring companies can have other members of their staffs sit in as spectators at \$10 per person. The \$500 fee is the least amount for which the program can go to one spot, and \$250 is the least amount for which any company can participate. In Oklahoma City, for example, three firms, which have only a few salesmen each, are planning to sponsor one institute and will pay \$250 apiece.

The six hours of sales training may be scheduled as desired, during the week, on weekends, in the evenings or during the day. It might be three hours on two nights, two hours on three nights or six hours in one day. Finkbeiner, who used Sharpe's services before he joined the NIMPA staff, said his firm had found it convenient and effective to schedule two hours for Friday evening, two for Saturday morning and two for Saturday afternoon. The first session took place at a country club, the second at a hotel and the final session at the packing plant. Another packer had the program for his salesmen at a resort spot 60 miles from the plant. Both agreed that it pays off in interest and enthusiasm to glamorize the meetings.

Physical properties needed for such an institute are a meeting room, large table, plenty of paper for salesmen to take notes and a blackboard. Sharpe said companies are welcome to use a tape recorder, too, if they wish.

"When I work with you," he stressed, "I want your salesmen to know it's only the beginning of selling. When we know our business, it's only the beginning. Knowledge is

power, but only when that knowledge is put into practice do we open that storehouse."

This will be a program of training and retraining, Sharpe explained. At the sales institute, real problems that the salesmen have faced will be turned in. Before a salesman tells how he actually handled that problem, others will be asked what they would have done. Then they will discuss the situation and see where there might have been room for improvement. In that way, they will be working closely together and all will benefit.

All companies should graph salesmen's results at the outset, Sharpe said, and graph them again after the sales program is underway. "They should go up. This should reflect in the cash register," he pointed out.

Burgdorff suggested that management is somewhat to blame for the fact that the industry has so many order takers. "Management and salesmen should work more closely together to elevate order takers to profit makers," he said.

Agreeing, Sharpe went further: "If your sales force is not what you want, it lies directly at the door of management. Don't blame the salesmen, blame yourself. The president, vice president and other officers should be right there at the sales institute. I've often heard salesmen say, 'I wish the boss would take a little more interest.'"

In response to a question by Sharpe, about half the men in the audience indicated that their companies have some kind of a sales training program at present. Only a few raised their hands when asked if they worked from sales manuals.

"A sales manual is one thing I want to leave with you, with answers to questions down in black and white," Sharpe said. "What if a dealer says another product is better? Nine out of ten salesmen will give an old, pat answer. Let's not give him that old worn-out answer."

Far too often, Sharpe pointed out, salesmen try to sell by such generalities as, "We've got the best sausage," or "We've got the best ham," and "We've got good this and that."

Instead of waiting for the customer to ask the obvious question, "Why?", the salesman should follow up with the reasons, he said.

A belligerent customer also calls for a special approach. "People by nature will try to pull us off our objective and when they succeed they've got us licked," Sharpe explained. "Don't allow a man to pull you down," he advised. "It is not belittling to reach down and pull him up to your plane."

An example of such a pitfall was given during the afternoon sales institute. The man posing as a customer had just said, "Your prices are too high."

Placed on the defensive, the "salesman" countered with,



"GREETINGS FROM the West," says Henry Kruse (right), chairman of Western States Meat Packers Association, as he shakes hands with Chris Finkbeiner, NIMPA president, before cocktail hour.

"You don't know your own neighborhood. That's your big weakness."

All members of the panel agreed the "salesman" would get nowhere with that approach. Another man said the answer might be to tell the story behind that particular product, the research that went into its development, etc.

A possible answer might be another question, such as "Why do you think our prices are too high?", Sharpe suggested, since that would put the customer back on the defensive.

However, Sharpe stressed throughout the workshop clinic, even if the answer is written out in a sales manual, a salesman shouldn't recite it. He must adjust to meet the particular situation. "You've got to be an actor to be a salesman," Sharpe said.

The abbreviated sales institute at the annual meeting was not intended to provide answers to problems, but to show how such group meetings stimulate thought and cooperation among participants, putting them on the right road to better salesmanship. Other possible sales situations brought up were customer remarks such as, "I'm too busy to talk to you today," and "I see no reason why I should use a product that isn't nationally advertised."

Salesmanship, Sharpe reiterated, doesn't mean just going out and servicing customers. It means going out and getting accounts that are hard to sell, too.

"Selling is thinking," he said. "You have to think your way through it. There is no pat answer. You have to feel



WAITING THEIR turn to register, couple to right smile obligingly for the photographer.

your way through the situation. There's nothing more effective than letting a man feel you're on his side."

Furthermore, Sharpe emphasized, a salesman really must be on a customer's side in the sense that he is offering the dealer a service that will help his business.

"The first thing we must do in selling is to destroy the 'skin game' idea that the dealer may connect with sales," Sharpe said. "The salesman must be interested in the dealer's problems and try to help him. The salesman must like his customers and get them to like him."

All the executives serving on the panel at the morning session, when questioned by Sharpe, indicated they felt that a continuing sales training program is more important today than ever before because of the terrific competition in the food field.

"Salesmen are the company as far as the customer is concerned," Burgdorff pointed out. "A salesman has to be a service to the customer and get large representation of product in the self-service counter. Today it is cold-blooded. You have to get the product in the counter and in a good spot. You have to have that product representation for your advertising to do any good."

Broecker mentioned the need to have a well thought-out plan. "You must have your advertising geared before you do this intensive selling," he said. "Your product should be well advertised, well packaged and, above all, salesmen must be enthusiastic about selling it. These things don't just happen."

The fact that companies cannot expect their salesmen to do the selling job alone also was brought out during the question and answer period when some of the questions dealt with advertising and merchandising rather than sales.

Finkbeiner was asked how a local company should proceed to "franchise" its market.

"If you're not king bee in your area, it's because you haven't taken advantage of your advantage," he said. "Let people know about your product through advertising and sales promotion. Also, you, as head of your company, should take responsibility in the affairs of your community. Be aggressive in your Chamber of Commerce or civic club. There's no short-cut in franchising a market. You've got to let people know about your product. It can't be done overnight. Television is most effective in our area. Newspaper advertising is next. Radio is very potent. Billboards are good. You have to work at franchising. It doesn't come easy. But don't confuse merchandising with sales training. They're different, and you need them both."

The responsibility of management for careful selection of the men who are to represent the company as salesmen also was mentioned by Finkbeiner. Some men will never be professional salesmen although they might be good in other jobs, he noted.

"Before you start with your sales training program, make



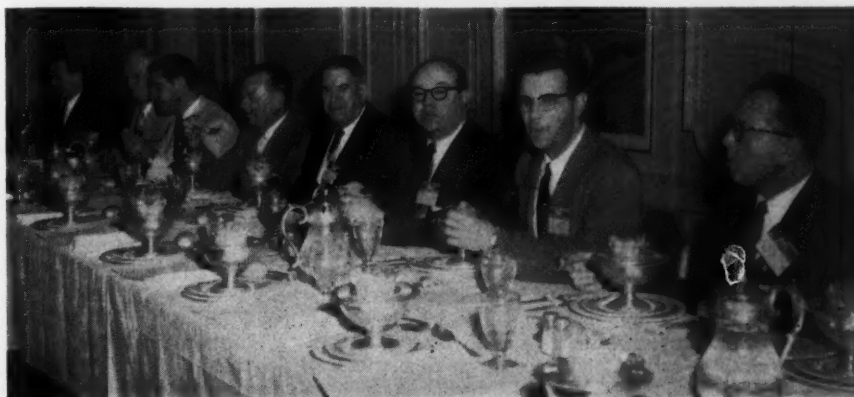
"IS THERE room for one more? I doubt it," says elevator operator as she peeks around edge of door during noon rush hour.



ADRIENNE FITZKE and Wayne Worcester, The Globe Co., stand arm in arm while other Globe personnel wave hat and hand to prove that the hand is quicker than the camera's eye.

an analysis of your plant," he advised. "Select men for the program who have the ability to grasp it. This is one area where that old packinghouse expression really fits in, 'You can't make a silk purse out of a sow's ear.'"

ANOTHER VIEW of board dinner to welcome new divisional officers in which the camera caught diners in various poses.





"MAKE IT BETTER" was the theme of curing session with panel chairman, E. W. Olszewski, American Packing Co., St. Louis, Mo., leading the meeting. Panelists seated (left to right) are L. D. Horodenski, Hugo Nagel, Inc., Brooklyn; Herman Hoppe, The Braun Bros. Packing Co., Troy, O.; Herbert Slatery, jr., East Tennessee Packing Co., Knoxville, Tenn., and Garland Wilson, jr., Seitz Packing Co., Inc., St. Joseph.

Use New Methods But Keep Your Standards High

CAUTION was the advice given by curing panel members in answer to many questions from the floor on problems encountered in the curing-smoking cycle.

This was especially true in the counsel given to the question: "Can I pump hams and smoke them immediately?" Panelist L. D. Horodenski, Hugo Nagel, Inc., Brooklyn, said that this change should be undertaken slowly. The reaction of consumers to a fast-cured and smoked ham might be unfavorable if there is a radical change in flavor. Yield and labor savings might be significant, Horodenski said, but processing procedures adopted with the new method should be explored thoroughly, step by step.

Amount of cure injected into hams troubled many packers. Panel consensus was that 10 per cent pickle is a desirable standard. One packer stated that his firm pumps its hams 10 per cent, holds them six to seven days in a dry pack and then smokes them.

Panelist Herman Hoppe, Braun Bros. Packing Co., Troy, O., reported that his company pumps bellies 10 per cent, holds them for two days in false bottom trucks and then smokes the product. He said that on heavy-smoked bellies the chilled yield is 98 to 99 per cent green weight. On the light slabs the yield is about 95 per cent. The trucks used for holding bellies contain about 1,000 pieces. Currently Braun Bros. is investigating techniques for applying pressure on the bellies as this is believed to eliminate seam cracking during slicing.

Panelist Herbert Slatery, jr., East Tennessee Packing Co., Knoxville, Tenn., reported that his company mechanically injects only No. 2 and No. 3 bellies and uses 8 per cent pickle.

Since his company has used ascorbic acid in the belly cure, panelist Garland Wilson, jr., Seitz Packing Co., Inc., St. Joseph, Mo., reported that the need for cover pickle has been eliminated. The company pumps the bellies 6 to 8 per cent and holds them in cure for three days.

It was agreed generally that the amount of pickle originally placed in the ham and the end product yield, will be determined by what the packer wants in the way of a finished product.

Panel chairman E. W. Olszewski, American Packing Co., St. Louis, pointed out that changes in methods are adopted for a number of reasons. Each of these changes affects the end product, he said. Once the mechanics of a method are mastered, then it should be modified to com-

pensate for the product changes it has brought about.

Panelist George Wrape, Heil Packing Co., St. Louis, was asked at what temperature packers pumped their bellies. He said that bellies chilled to 36 and 38°F. have presented a problem in injection curing in the Heil plant. The pickle squirts out rather than into the meat. He further volunteered the information that Heil Packing tempers bellies before cure injection and does the same prior to slicing.

A number of packers presented contrary views stating that they were able to inject pickle into bellies chilled to 34 to 36°.

CHAIRMAN E. W. OLSZEWSKI: Over the past 20 years we have gone through periods of great changes in curing methods, and then periods in which we have done things without too much change. In the last four or five years we have seen many changes. I feel that this is an indication that we are on the brink of a great advance in curing methods, but that now is the time to evaluate what we have done in the last four or five years.

We have one question which I don't think one man can really answer, and that is, "Can ascorbic acid really improve the color of a product?" It is somewhat of a controversial subject. I would like to have some comments on it.

PANELIST HOPPE: We have made several tests of ascorbic cured products. I have never been satisfied with the results since I could not see any appreciable gain in color retention. However, if you are crowded for smoke-house capacity, I think ascorbic acid has a tendency to help you.

I have tested phosphate with ascorbic acid, and I think the phosphate has given me better color, especially at the point of slicing, so to speak, or point of delivery.

As to color retention—I don't know. I think that there I should back up a bit and say possibly that the ascorbic acid will hold the color just the least bit longer. However, to be frank and fair about it, I will say that I myself prefer phosphate over ascorbic acid, and particularly for use with our bellies.

CHAIRMAN OLSZEWSKI: We have experimented a little bit. We do not use ascorbic acid in our plant, but we have experimented a little bit with dipping slab bellies in ascorbic acid. We didn't do anything about it because we didn't exactly see what real value it would have. Most of the bacon is sliced after that anyway, and then, of course, we lose the advantage. We do sell slab bacon, also, but we don't feel that we really have a color problem. However, the fact remains that in our tests we did get color develop-

ment to a marked degree; ascorbic must do something. Maybe it is up to the packers to figure out a way to use it.

PANELIST SLATERY: We don't use ascorbic acid in curing. Based on the few tests that we ran, we didn't feel we were justified in going any further with it. Like the others, we vote for the use of phosphate. However, we have used ascorbic acid in our sausage operations and have been most pleased.

CHAIRMAN OLSZEWSKI: That brings up this point: You must evaluate your own results. You can do things with chemical additives and, in many cases, accomplish everything that the ingredient salesman suggests. However, the decision as to whether or not these accomplishments are really to your benefit is something that each and every plant must make for itself.

PANELIST WILSON: When you start talking about color, most of us are in the position of not being able to measure color. It takes scientific methods to measure degrees of color. What may be a good color for one may not be the color that someone else wants. Probably most of us have an idea of what we like in our bacon.

We have used ascorbic acid, but not for the purpose of developing color. We view it as a means of maintaining color, and we have less fading from lights when the product goes into the retailer's case.

GEORGE K. PARMAN (Hoffmann-La Roche Inc.): My company is one of the basic producers of ascorbic acid, and we have been trying to determine whether it affects color in bacon and ham. It is not an easy problem. We have taken the task to a prominent agricultural experiment station, and we hope to have something out this summer which will pin the answer down to a yes or no, or give us something to go on. These findings probably will not provide the final answer, but they will be more factual than the data we have been able to present up to now.

The important point we have run into is the one Mr. Wilson mentioned: What is your standard? What is your color? It is not an easy thing to measure. We have found cases where the feed given to the hog has influenced color. I think it is a complicated question.

We are also investigating the relationship between ascorbic and phosphates since there seems to be some sort of a synergistic action and the two reinforce each other to some extent. We hope that we will have some other information for you.

PACKER: I would like to ask Mr. Wilson whether he has found that the use of ascorbic acid reduces mold growth. I was told by someone from the Georgia experimental station that they had found that dipping country-cured hams in ascorbic acid reduced the growth of mold.

PARMAN: It does not have any effect, one way or another, as far as we can tell. We have seen work from Germany in which mold was actually inoculated with

JUST TAKE a look at the construction of this pan is sales pitch during exhibit hours. Packers in center photo evaluate packages while the third group views a new shrink tunnel.



VARIOUS METHODS of bacon curing are being discussed just before curing session by Laurence Eisen, Reliable Packing Co., Chicago, and Paul A. Hammes, George Purdue and Edward J. Packard, all of Merck & Co.

ascorbic acid, and the mold kept growing very merrily.

PACKER: It might be worthy of mention that there is fungicide material that does exist with a similar name—sorbic acid. Sorbic acid is used as a mold inhibitor.

PACKER: We have had a little trouble with belly color, and we seem to experience it more with fresh bellies than with frozen ones. I wonder if any others have experienced such a problem and whether they have different processes for curing fresh bellies and frozen.

Our problem lies in the flank part of the belly. It becomes dark—and that is nearly always in connection with fresh bellies. We have no trouble with frozen bellies.

PANELIST HORODENSKI: We have never encountered any trouble like that.

HOPPE: During this past winter I did experience similar difficulty in my own plant. Hogs were paying pretty well and we were pushing them hard. Consequently, our chilling performance was not the best. The hogs that we were cutting were not set up as they should have been. I don't know whether this is your particular case; it was mine.

We experienced awfully dark sliced bacon, particularly on the flank, the surface lean. It would come out with a layer of dark meat right over the surface to the point, sometime, of being almost black.

I woke up to the fact that I was pumping bellies at around 58 to 60° F. I immediately started to chill my bellies by spreading them out overnight and pumping them the next day. We got the temperature down to 40° and came right out of our trouble.

May I ask the questioner: What is the temperature of the fresh bacon you are pumping?

PACKER: We suspected such a cause and started



tempering our bellies by holding them until they reached 38°. Even when pumping at 38°, and refrigerating the brine to 38°, we still have some trouble with the flanks.

SLATERY: Don't you think the flank portion normally will turn just a little darker?

PACKER: I agree with that, but we are not satisfied with the results we get.

SLATERY: I was glad to hear what Mr. Hoppe had to say about chilling. You are not going to get good color unless you have well-chilled pork to start. You must have the foundation before you can do anything. I think we have all been guilty of insufficient chilling with the hog run we have had. We get to pushing too much and we forget the basic fundamentals.

PACKER: Mr. Slatery, do you suspect there is any difference between a belly that has been thoroughly chilled down to 34° to 36°, or below, and then is pumped at a high as 50°, and one that is in the 38° to 40° range at the time of the pumping? Is it the initial chill that stops action of one sort or another, or the actual temperature at the time of pumping that is important?

SLATERY: It goes back to how your hogs are chilled initially. If they are not chilled right, then you can expect trouble later on.

PACKER: If you had a well chilled hog and then let it warm back up again, would you expect the same degree of trouble as if you had a not-too-well-chilled hog to start?

SLATERY: I would say that you would.

CHAIRMAN OLSZEWSKI: Mr. Wilson, what do you think about this?

WILSON: We get practically all of our bellies on the outside, and they are chilled down to the degree mentioned by Mr. Slatery. However, our pumping room is about 40° and it is an overnight hold. I would say the bellies warm up as much as 4° from their temperature when we receive them. We haven't run into trouble.

I wonder, really, whether the initial chill doesn't take care of it.

SLATERY: It certainly gives you a good start.

CHAIRMAN OLSZEWSKI: I think that each of us is more conscious of the temperature of frozen bellies than we are about the fresh. I think that in defrosting bellies we are very conscious of the temperature, and probably don't get into as much trouble because we are more alert. However, the temperature variations are not always noticed in connection with current production. Perhaps you overtax your facilities to some extent.

ED PACKARD (Merck & Co.): We are also suppliers of ascorbic acid. Before getting off the subject of dark bellies, I would like to indicate that we have had a number of inquiries as to whether ascorbic acid would help the problem. Our answer is no, as far as we are concerned. Dark meat is due to other things—the natural characteristics of the hog or methods of handling.

The same thing holds true in regard to spraying with ascorbic solution to retain the color. It will not help on dark bacon. It does a good job on cherry red, but there is not much you can do about too dark meat.

CHAIRMAN OLSZEWSKI: Ascorbic acid, then, will not correct any fundamental ills. You must correct them and then use ascorbic for whatever benefit you can obtain.

Are there any other questions on color or tempering or temperatures?

PACKER: What is the general practice with regard to washing or soaking to prepare the belly before it is hung in the smokehouse? Does this have any influence on color?

HORODENSKI: Possibly the length of time that the bellies are in pickle has a lot to do with that. The heat of the water may affect the belly. Excessive soaking may tend to give you a little fading in color. That is my own belief.

HOPPE: I can only report what we do at our plant.



GOING DOWN? Conventioneers head for elevators in orderly manner after close of convention sessions.

We do not soak our bellies. We do run them through a 180° spray in the washer in our ham room. That is all the soaking or spraying or washing that we give our bellies.

PACKER: You do that to control the salt on the surface?

HOPPE: No. I don't feel that you have any more salt on the surface than inside. I say I would not spray them if I didn't have to; the government men want that. I would leave the surface as it is simply because I think I would get a better outside color.

PACKER: How many days are your bellies in cure?

HOPPE: Two days.

CHAIRMAN OLSZEWSKI: I know our product would be very salty and be salty in appearance if we did not wash it. There is, of course, no more salt on the surface than in the rest of the belly, but you do dry the surface.

We also use soaking to correct for over-cure. When I say "over-cure," I mean that if we don't pull the bellies on schedule, and they remain in cure for one, two, or three days longer than they should, then we soak. Normally, we don't soak, but we do think it corrects for over-cure. We give the product a luke-warm soaking and don't find any effect on color. We believe it takes away some of the excess salt.

SLATERY: I think washing bellies is pretty standard practice. When washing the bellies, we get them through it as quickly as we can.

WILSON: We always soaked bellies when we used cover pickle on them. If we had them down an extra day, we gave them a little soak, and a longer soak for two days.

We are now pumping and use no cover pickle and don't soak bellies. We figure we put in a set amount of salt by pumping and that amount is there; there is no way for them to absorb additional salt. Consequently, we just wash and hang them.

ED PACKARD: I wonder if I might make one other comment in connection with ascorbic acid spray application. We have just concluded some studies which indicate you can extend sliced bacon shelf life 30 to 50 per cent by the application of a spray solution. I wonder if any of the people here have yet tried the application themselves, and if so, what results they are getting.

CHAIRMAN OLSZEWSKI: You are extending the shelf life 30 per cent by a spray application of ascorbic acid?

PACKARD: That is the result for color retention on sliced bacon.

WILSON: If you use no ascorbate in your cure, and

you spray at the point of slicing, I assume that you extend your shelf life 30 or more per cent. Suppose you use ascorbate in your cure; is there any advantage to the spray application?

PACKARD: Yes, there is. It is not a substitute for use in the cure to get a good initial color. However, with the spray, you can extend the shelf life beyond the point you achieve by using it in the cure.

As was pointed out, there have been rather inconsistent results from the use of ascorbates in bacon, but a number of people are getting good results. The spray application is not a substitute for use in the cure; it just extends shelf life that much farther.

PACKER: When do you spray the bellies?

PACKARD: The slices are sprayed immediately as they come off the slicer.

PACKER: Is the solution put on with something like



"THIS PIECE of steak received 2.5 million reps of radiation," explains John E. Thompson, president, Reliable Packing Co., Chicago, to John Mohay of NIMPA.

a compressed air sprayer or is it sprinkled on? What quantity is put on?

PACKARD: The spray is added with a compressed air sprayer. There are two manufacturers of suitable equipment—Morton Salt and Binks Manufacturing Co.

A 5 per cent solution is applied; with a gallon of solution you can spray from 10,000 to 20,000 lbs., depending on the amount of moisture you want to deposit. The amount of ascorbate that you do deposit, even at 1 gal. to 10,000 lbs., is negligible. You can hardly see it and the cost runs about two-tenths of a mill.

CHAIRMAN OLSZEWSKI: Is the spray equipment costly?

PACKARD: The basic equipment, complete, runs about \$350. Morton Salt is leasing its equipment.

PACKER: What is the name of the other company?

PACKARD: Binks Manufacturing. The firm is mainly in the paint spraying field, but it does have satisfactory ascorbic spray equipment.

PACKER: Does spraying in any way affect the flavor of the bacon?

PACKARD: None whatsoever. Not enough is deposited to have any effect at all.

CHAIRMAN OLSZEWSKI: The color of sliced bacon is certainly a problem to everyone who makes it. This particular spray is something most of us have heard about, but I don't think we have a lot of information on it.

WILSON: In spraying slices as they come off the slicer you must have a certain amount of moisture. It has been stated that ascorbic acid will not retard the growth of mold. Will moisture added by spraying increase the amount of mold on sliced bacon?

PACKARD: The amount of solution is so small that it should have little or no effect so far as mold is concerned. It evaporates almost immediately, leaving residual powdered ascorbic acid; you can't see it, but it is there. In the commercial trials which we have been conducting over a period of three months, we have had no indication whatsoever of mold formation.

PACKER: Is it possible to make as fine a finished

bacon by pickle cure as it is by dry cure—as firm a bacon and as good a frying bacon?

CHAIRMAN OLSZEWSKI: After you have worked out your production problems with a new method, then it is time to start improving your product. Mr. Wilson, will you comment? Can you make as good a pump cured product as a dry cured one?

WILSON: We have pumped bellies for a long time. We went from the dry cure to sweet pickle and from S.P. cure to injection curing.

What is good bacon? What suits my trade may not suit your trade. My trade will accept injection cured bacon and like it as well as dry cure bacon. Perhaps in somebody else's area they won't.

SLATERY: We are still using a modified dry cure for our No. 1 product. We feel that we have a better bacon, but when it gets down to the price question it is a different story. Whether you can get your money out of it is debatable.

There is no doubt that D.C. or modified dry cured bacon performs better in the skillet. I fried some of the other bacon at home, and I have a scar right here, but it appears that the housewife is not paying too much attention to that factor. D.C. bacon is certainly better bacon to my way of thinking.

WILSON: It is like ham; some people prefer long-smoked ham. You can leave a ham in the smokehouse for 72 or 128 hours, or leave it there for a month, and you can find persons who will say that one is much better than the others. However, what does it cost to produce such long-smoked items? You tie up your smokehouse and run into heavy expense.

It is the same way with D.C. bacon. If you can stand carrying the inventory and the expenditure of time and effort, and still sell enough of it to pay, that is fine. However, in our local market I don't believe that consumers would pay the higher price that would be necessary to recompense you for your effort.

PACKER: Mr. Slatery, what is the difference in yield between dry cure and pumped bacon?

SLATERY: That is pretty hard to pin down, but I would say, roughly, it would average somewhere around 4 per cent in favor of the pumped bacon.

HOPPE: Many packers have switched over to pumped bacon. Some have run into trouble because they wanted to see what their new machine would do. However, I think that a lot of those problems have been licked in the last two years, and that packers, in general, are putting out a good sliced bacon. I don't know of any whose tonnage has dropped because the firm went to a pumped bacon.

I think you can put out an acceptable bacon with an injector cure machine. As to whether the dry cure is better than the injection cured bacon, that is a discussion that



REGISTRATION LINE serves double purpose of reuniting old friends and passing out that all-important badge.

has been going on a long time. When I see, or when I hear of a packer who has lost his business and can't get it back with an injection cured bacon, then I may listen. I haven't seen that packer yet. They all seem to be doing all right with their injector machines.

CHAIRMAN OLSZEWSKI: That touches on a point on which I feel strongly. We are talking bacon quality. A lot of it depends on who is making it and how they are making it. Just because someone pumps 8 per cent and you pump 8 per cent and you buy your ingredients from the same sources, and perhaps you hired the other packer's foreman at some time, that doesn't mean that your bacon has to taste the same way as his.

One of the advantages that an independent meat packer has is that he can put a little bit of his own taste into his products. If we want to put out an individual product just because we think it is good, we can do it. I think it gives the independent a competitive advantage, and that we should exploit the fact that our product may have a certain flavor characteristic that we alone can give it.

PACKER: I think Mr. Hoppe hit the nail on the head when he said that if you use the machine right, it can and will do a good job. Where can you get better uniformity? When you rub bellies, you don't know exactly what you are going to get in the way of salt content.

PACKER: What is the best way to thaw your freezer bacon prior to curing?

CHAIRMAN OLSZEWSKI: We have had very satisfactory results merely by spreading our bacon in a room with a temperature of about 48°, and then, as the bacon thaws, we pick it up and put in cure before it gets too warm.

PACKER: How long does it take to thaw?

CHAIRMAN OLSZEWSKI: Two days; we can do it over a weekend. We can bring in the frozen bellies on Friday and put them in cure on Monday.

Since we don't pump them we probably do not have to be as concerned about the temperature as if we were pumping.

PACKER: We get our bellies out of the freezer and put them in water at 100°. In two hours we can run them through the machine and have bacon. May not this flank color difficulty be due to slow warm air thawing?

CHAIRMAN OLSZEWSKI: We haven't run into any color problems using this method. However, we didn't select the method for any particular reason, but simply because it was a convenient way of handling it in our place. It is the way we do it and it works.

PACKER: I wonder if this flank discoloration problem



NOT TO BE outdone by the packers, the equipment suppliers had their own meeting. Presiding officers are Charles W. Hess, Speco, Inc., and R. R. Dwyer of The Griffith Laboratories, Inc.

might not be due to the fact that we are neglecting the surface of our meat and not getting nitrite into it. We have run into it, too, but I haven't noticed any difference between frozen and fresh bellies. It seems to me that we are possibly not getting enough cure onto the surface of the belly and the flank meat doesn't get the cure it should.

HOPPE: I think it is the initial heat that you must get out of the belly. You must chill it down to start with. What you do with the meat after that is another story. I defrost bellies in water. I have never experienced any color problems with my defrosted bacon. I think it goes back to getting the initial heat out of the bellies.

PACKER: I can only report that we get a well-chilled belly out of the cut, but we still run into dark flank trouble. Our bellies will run anywhere from 32 to 36° at the time of cutting. I don't think temperature has too much to do with the discoloration.

WILSON: We have spoken about poor color on the flank and we have tried to attribute it to temperature and cure and defrosting. Maybe we are going overboard and should get back to the animal. We know that we sometimes get dark cutting beef. Perhaps we have the same thing in pork.

CHAIRMAN OLSZEWSKI: To the gentleman who brought up the subject of color—was this a problem with individual bellies or a batch difficulty?

HENRY KRUSE: We approached this problem in our plant on the basis of trying to isolate the variables. So far we have not been able to nail it down. Our problem does not occur by batch, or by a certain lot of hogs, or by days. We use a three-day cure. We thaw our bellies in water and the frozen ones seem to give us no trouble at all. However, our fresh bellies vary. We have closely controlled temperature down the line and we are shooting at 38°. We are tempering our bellies a full day after the cut so that we give the belly time to reach a uniform temperature throughout.

We pile our bellies on skids, about seven layers high. We have tested the bottom bellies against the top. We cannot find any uniform problem in the bottom layer against the top layer.

We wash in the conventional washer with a spray. We

C. O. HINSDALE (right) of Balentine Packing Co., Greenville, S.C., stops to chat with Ed Fessel (center) and D. S. Plouff of Fessel & Plouff, Inc., Louisville, Ky. Center photo catches Moe Bernstein (middle), Binghamton Sausage Co., Binghamton, N. Y., in earnest conversation with Joseph J. Frank (left) and John F. Mottley of Hercules Fasteners, Inc., Elizabeth, N.J. To the right, we see three men sharing a joke during a few leisure moments.



hang in a chain house where we have installed heating coils at the top and bottom, and we get less than 7 to 8° temperature variation from top to bottom in the house.

We are working at this problem very hard, and we are not able to nail it down. We know that if we get some good color, something must be done right. We cannot accept the fact that it may lie in the hogs because we experience the same trouble in fresh bellies from other packers. We buy a lot of bellies out of western Canada and we get some pretty lean hogs. I will say that the leaner the belly the darker is the color. That is to be expected; the very nature of the cure brings that out.

We have a laboratory and a good chemist. It must be a human element, or some kink in our process, that brings out some dark bellies. I would say that 10 per cent of our fresh cured bellies are not acceptable. We have no trouble with the frozen bellies.

CHAIRMAN OLSZEWSKI: We have had some inquiries about ready-to-eat ham temperature. We would like to get the consensus as to a commercially acceptable and desirable ready-to-eat temperature. Can you give us your opinion on that, Mr. Horodenski?

HORODENSKI: We find that by smoking hams to internal temperatures of 146 to 148° we come up with a very desirable product. We haven't had any trouble and the ham has had good acceptance.

HOPPE: On our ready-to-eat hams we don't get that high; 142 to 144° is our range. I believe the government's regulation calls for 142. We try to shoot for 142 or 144.

SLATERY: We do very little of such processing in our area. With the boned and rolled ham that we do have in our ready-to-eat line we take the temperature to 155°. When our firm says "ready-to-eat," we mean that you can slice and eat it.

HOPPE: Here is a difference of opinion. I believe that under the government's regulations you are producing a fully cooked product. Apparently the packers have gone off on a tangent of some kind with respect to this ready-to-eat product. You ask the question, "Is it ready to eat?" No, I don't think our hams are ready to eat, but there is "ready-to-eat" on the label.

I think that the packers should definitely take steps to correct this situation. We have. We are taking the ready-to-eat labels off all of our items that are only smoked.

We also make a fully-cooked ham which we take to 156°. However, our ready-to-eat ham, as the government labels it and as the government specifies it, is a smoked ham taken to 142 to 144°.

WILSON: We are in about the same boat. We don't label any ham "ready-to-eat." We have one smoked ham which is finished at 142 to 144°, and a fully-cooked product on which we go to 155°.

CHAIRMAN OLSZEWSKI: Has anyone had any trouble on the consumer end and from labeling "ready-to-eat" and finishing at 146° or lower?

"Ready-to-eat" and "fully-cooked," of course, are some-

times used interchangeably. They are not really interchangeable, but they are used that way.

PACKER: We put out a fully-cooked ham that we only bring to 150°. The government requirement, as I understand it, is not so much one of a definite temperature, but that the ham must have the characteristic of being fully cooked. They take a look at the ham finished at that temperature, and if they are satisfied that it has the appearance of a fully cooked ham, it may be so labeled.

CHAIRMAN OLSZEWSKI: We, too, take ours to 150° and call it fully-cooked. I have never heard a complaint that it is not actually ready-to-eat and not cooked.

PACKER: You bring your hams up to 150° and label them ready-to-eat; how long do you hold the internal temperature at 150°?

CHAIRMAN OLSZEWSKI: We pull them; we don't hold that temperature at all.

PACKER: How long does it take you to get up to 150°?

CHAIRMAN OLSZEWSKI: We smoke overnight, or about 15 hours. We have a conventional house with steam heat and we heat up a lot of the area at one time. We have a big house for the size of the batches that we put through, and we just segregate the hams and pull the light ones first and keep the heavier ones in until they reach the proper temperature.

PACKER: At what temperature should you smoke?

PACKER: The ending house temperature is 170°. We start out at 125° and build up 5° an hour until we get up to 170° and continue to run it that way. It takes about 13 hours for a 12-lb. ham.

CHAIRMAN OLSZEWSKI: I think we go to 175.

WILSON: We start out on the same basis. When morning comes and we need the smokehouse, we go up pretty fast.

CHAIRMAN OLSZEWSKI: We have conventional houses, and we don't have a lot of control with that method. All we can do is control the amount of heat we put in and the amount of smoke. We know the differences in our smokehouses, and the temperatures between the front and back, etc., and we load our houses accordingly.

PACKER: The great majority of our hams do not find their way as whole hams into the consumer's home. Rather, they are cut in half, with the retailer taking out his full share of center cut slices, and the halves are then merchandised without the benefit of any particular protective wrapping.

What curing precautions should we take to preserve

NP PHOTOGRAPHER caught these exhibit hall visitors (left photo) unaware. Center photo shows E. E. Hicks (back to camera) of Bryan Bros. Packing Co., West Point, Miss., with armload of literature and a cane, talking with Ray F. Johnson, right, Lubbock Packing Co., Lubbock, Tex.; Tommy Tomson of Marathon Corp., Menasha, Wis., and Doug Tomson, facing camera. Finding a quiet corner to talk things over was not easy, as shown in right photo.



good color and appearance on those cut pieces?

CHAIRMAN OLSZEWSKI: Would you like to answer that, Mr. Horodenski?

HORODENSKI: I don't think you have any control over the way the dealer handles it in the retail store. The only thing that you can hope, if he cuts the ham, is that he gets it out and sells it quick. If a ham is unprotected in any way, it is bound to fade when exposed to light.

CHAIRMAN OLSZEWSKI: May I suggest that you all visit a supermarket that handles a lot of different brands. At Easter time I went into a store that had a big display of cut hams. There were a lot of different packers' hams there and the differences were very marked. Take a look at your own products under actual conditions when they are displayed competitively with others on your market.

PACKER: Can I rephrase my question a little bit? What curing precautions should we observe to make sure that our hams will stand up just as well and just as long as our competitors' in the same counter.

HORODENSKI: How does your product stand up to your competitors' at the present time?

PACKER: We feel that we are at least average or a little better. Some hams that we see in our customers' and non-customers' shops fade very rapidly and acquire a gray appearance in a short period. These we don't want. We want to avoid this condition.

We are looking at this proposition of the stability of the ham with regard to flavor, color and everything else. I don't think the consumer gives a hoot whether we use a long or a short cure, ascorbic acid, nitrate or nitrite. He is interested in the quality of the ham as he judges a quality ham.

We have interpreted that to mean that a ham should have, on its cut surface, a good pink tint that doesn't fade into gray or green or a yellowish color within an unreasonable short time.

PACKER: If you are concerned primarily with the fading of the color on the cushion side, my limited experience indicates that where fading occurs, it takes place on the cushion side.

PACKER: We have a problem there too. I think it probably has a lot to do with our curing procedure. We pump the ham and hold it dry for seven days and then it goes into the smokehouse. We have tried to correct by pumping—just taking the needle and giving the ham a couple of shots on the cushion side. While it has helped, the uniformity is still not up to snuff. You still get a difference.

WILSON: We helped the color on the cushion side a little by increasing the pressure in the pickle pump to 80.

PACKER: Don't you break a lot of arteries?

WILSON: No, not particularly.

PACKER: How soft is your ham?

WILSON: Pretty soft.

CHAIRMAN OLSZEWSKI: That would make a big difference.

PACKER: At what temperature should the ham be pumped?

WILSON: Our hams are pumped at a product temperature between 45 and 50°. The pickle is around 45°

PACKER: Isn't your ham awfully spongy?

PACKER: What should the minimum inside temperature of a smoked ham be?

CHAIRMAN OLSZEWSKI: Do you have any comment, Mr. Hoppe?

HOPPE: We use 142 to 144° on our smoked hams.

CHAIRMAN OLSZEWSKI: I assume we are talking about a smoked ham which is brought up to at least 138° Do you have any comments on that, Mr. Slatery?

SLATERY: We go along on 139°.

CHAIRMAN OLSZEWSKI: MIB requires 138° and



MOODS VARY during meeting. Irvin A. Busse, Jr., facing camera on right, seems to be sharing a joke with a friend. At left, Irvin A. Busse, Sr., dressed hog expert of the meat packing industry, discusses some weightier subjects with his friends.

they have always made us get 140° to make sure we had the necessary 138°.

PACKER: Not if you don't label at ready-to-eat.

CHAIRMAN OLSZEWSKI: Absolutely—140° because of the variation in the hams. We have to go to 140° in order to make sure that we have 138° on the whole line.

WILSON: Didn't the MIB originally require that if the ham had the appearance of a ready-to-eat product, it must go over 137 or 138°? Thus if you went over 119°, you had to go on up to 138. It seems to me they make you take them all up to 138° now.

CHAIRMAN OLSZEWSKI: That has been more or less the policy of the MIB. I believe the agency feels that many products are eaten the way they come without further cooking. So, it does not make any difference what you intend to do with the ham, you must take it up to that temperature because people may eat it as is. The distinction between the two has been virtually wiped out.

PACKER: Let's say you put hams in the smokehouse between 12 and 15 lbs. Have you ever checked each rack to get the variations in temperature between the hams; and to find out which ones you are taking up to 160° Check out your differences in temperature. We found wide variations and we were very surprised. Our smokehouse man said everything was running perfect with 2° maximum difference, but we found that things were not exactly that way. There is a lot of money lost right there.

CHAIRMAN OLSZEWSKI: We have a temperature variance of 4 to 5° on the same tree. In making the fully cooked ham at 150°, 150° would be the minimum temperature; some hams would run as high as 154° or 155°.

We have the conventional-type smokehouse, and we don't have a lot of control over it. We load it according to the hot spots and colder spots, and we know what those are, but we haven't tried anything much on variations on trees, although we know they exist.

I will mention one thing that occurred to me. We had some trouble with the drip in the smokehouse and we got some rag paper covers for our trees. There wasn't a lot of drip, but it did a lot of damage. The covers stopped that.

We found that the biggest advantage we got was a baffling effect which reduced our drafts and evened out our temperatures. We subsequently eliminated the problem of the drip in the smokehouse, but we have continued to use the covers on the trees. When we first tried them we were worried that we wouldn't get good smoke circulation. It has worked in the reverse—the covers have acted as baffles and improved our whole smoking procedure very markedly. If any of you have a problem with variations, that might be a cheap way of doing something about it, because the paper cost isn't much. You can put the covers on the tree and it really will do a good job. We could tell, without even testing, that it was doing a good job.



NIMPA GUEST speaker Michael Bernstein, minority counsel of the Senate committee on labor and public welfare, is flanked by panelists, John Mohay, director of NIMPA's industrial relations library; Frank H. Firor, jr., Merkel, Inc., Jamaica, N.Y.; John J. Faust, Heil Packing Co., St. Louis, Mo.; Richmond Unwin, Reliable Packing Co., and Elmer Kancel, Louisville Provision Co.

Bernstein: Are Unions Capturing the Democrats?

WHAT I am going to talk about primarily are the political activities of labor unions and the impact these activities are having and may have upon our society, our economy and upon the fate of management in the United States.

A few months ago when the Teamsters dedicated their new \$5,000,000 building in Washington, George Meany, head of the AFL-CIO made the principal speech. In the course of that talk, he made the following statement: "We expect to use every method legally available to us as citizens. This, without question, will include political action. The scene of battle is no longer the company or the picket line. It has moved into the legislative halls of Congress and the state legislatures."

Recently, within the past two weeks, the secretary of the AFL-CIO delivered a speech in which he said practically the same thing, only in slightly greater detail.

Now, these two statements accurately describe labor's primary objective. They constitute the motive for the merger; they constitute the reason for the planned organization drive in the South.

I think most experts in the field of labor relations and in labor history are pretty well agreed that the labor movement in the United States has come pretty close to reaching the limit of its organization possibilities in this country. All the talk you hear about labor doubling its membership to 30,000,000 or 35,000,000 in the next few years, I think, is just talk. I think they are fully aware that the pace of organization is going to be much slower because those workers who are not now organized represent the most difficult workers to organize—white collar workers, retail workers, agriculture workers, southern textile workers. There are many such categories that present insuperable problems of organization to the labor movement.

When the labor movement says that it is interested in increasing its membership for economic purposes, this, in my opinion, is a blind for the real purpose, which is to build a political organization which has as its goal the ultimate domination of both the federal and state governments.

This will sort of illustrate something about the nature of this drive: The ordinary or traditional pressure group in American political life is usually an interested group devoted to some narrow field of activity. It is an organization like your own which, when it is interested in legislation, is interested in legislation which has a direct impact on your problems in your industry. This is true of practically all of the so-called lobby or interest groups and pressure groups.

But when we look at labor, organized labor, we find a

completely different picture. In the CIO's P.A.C. handbook of 1954, were listed, alphabetically, 22 major issues which were said to be of direct concern to the labor movement, and I want to read them to you: atomic giveaway, civil rights, Eisenhower, foreign policy, government pay raises, Hoover Commission, housing, immigration and citizenship, minimum wage (that is the first labor issue that I have mentioned), natural gas, natural resources, old age and survivor benefits, public power, rural electrification, the record of Congress, Salk polio vaccine, social security, Taft-Hartley (that is the second labor issue), taxes, TVA, unemployment and unemployment insurance.

Only four of the 22 issues can be said to be of direct interest to the labor movement, as a labor group. The other 18 issues are political issues which are of interest to everybody as citizens and as voters, but not as members of a particular group. The fact that labor has interested itself in all these issues clearly indicates that the labor movement is not a pressure group in the ordinary sense, but fundamentally, despite any superficial lack of resemblance, is a political organization, because only a political organization takes a position on every issue.

Here is an example. This is a reproduction of just the pages of one issue of the AFL-CIO News for December 12, 1955. Three-quarters of the articles are political articles. I will read you a few of the headlines: "Labor Wars Against GOP Money Policies;" "Convention Condemns GOP;" "Labor's Voice Loud at the Polls." In other words, three-quarters of labor's organ is not devoted to reporting trade union news, but to reporting and commenting on political affairs.

Labor has always taken some position politically in the past. But going back to the Gompers tradition, the old slogan was, "Reward your friends and punish your enemies." The extent of that, up through '33, was that labor would take a position favoring this candidate or that one, but would take no active part in political activity.

But beginning with the New Deal Administration in '34 and '35, and the establishment of the C.I.O. and the break-away from the A.F. of L., we had a more active role on the part of labor unions in political affairs. For example, where labor was strong enough, and it frequently was, it exercised a negative veto. It could not, for example, determine who should be the political candidate of a particular party, but it did in many cases have enough strength to veto many candidates. We know that this happened in '48 when Truman was renominated. Truman's nomination had to be cleared with the top labor leadership before it was accepted by the Democratic convention.

Another method that labor has used is contributions to

friends of the labor movement in political life, regardless of political affiliation. In the old days when labor was using this technique, some Republicans would get substantial labor support. When Dewey ran for governor of New York, there were important labor leaders who supported Dewey's campaign and who contributed.

Then the most recent development of a sort of a peripheral nature was the formation of P.A.C. and L.L.P.A., reaching its highest point in New York state in the Liberal party. The Liberal party represents less than 10 per cent of the electorate in New York state. It never has polled more than 450,000 votes in an electorate of over 7,000,000. However, the Democratic party cannot elect a candidate unless he also appears on the Liberal party ticket. If the Liberal party puts up a third candidate, the Republicans invariably win. That makes it necessary for the Democratic party in New York to offer substantial concessions to the Liberal party which, while it is only a minority party, holds the balance of power.

The Liberal party in New York is almost exclusively supported financially by the labor unions, Dubinski of the International Garment Workers and Alex Rosen of the Millinery and Cap Workers. But the sort of situation which you have in New York is one which cannot be repeated too frequently throughout the rest of the country, and even if it could be repeated, it is not a satisfactory political device from labor's point of view because it does not give them ultimate decisive power in the naming of candidates and writing of political platforms.

And so has been developed the last and most effective technique of all, and it is this technique that I want to talk about, because it is a political action device that is virtually unknown to the American public. This technique is the infiltration into the existing political parties and the taking over of those parties so labor can operate under the name of a traditional American political party without giving any indication, at least officially, that what you are really dealing with is a labor party. The objective of this infiltration is the Democratic party, for reasons which I am sure are obvious to everyone and which I need not detail here.

Americans will not vote for a special interest group, even if it is as big as labor, any more than they will vote for the A.M.A. or the United States Chamber of Commerce or NIMPA, or any other special interest group. To succeed, labor must have the disguise of a traditional American party.

This is the lesson they learned in Ohio in 1950 when they were licked by Taft. That licking was repeated in '55, in the referendum on the unemployment compensation proposal where the electorate clearly understood that this was not a fight between Republicans and Democrats, but a fight between the general public and the labor move-

ment. This lesson they have applied in Michigan. There they operate as the Democratic party. The proof of how successful they have been is this:

Twenty-five years ago Michigan was a Republican counterpart of a southern Democratic state. There wasn't a single Democrat in either house of the Michigan state legislature. Today, Michigan is a Democrat-controlled state, and the Democratic party is completely controlled by a trade union movement, from the grass roots up, internally.

Labor has been so tremendously successful that it were able in 1954 to defeat a man like Homer Ferguson, whose name was known to every voter in Michigan and who had a very respectable record, and to elect, instead, a man like McNamara, of whom nobody has ever heard. He happens to be a member of my committee so I know this—a very poor public speaker, a man who is completely at the beck and call of the labor unions. Despite this discrepancy in personality, political record and so on, the Democrats succeeded in electing him.

Mennen Williams has been elected governor four times and will probably succeed in being elected a fifth time. Management has overlooked this lesson which labor has learned.

The reason why I am talking about this is because I feel that the one way to meet this threat—and I speak now not as a Republican, because I would feel the same way if an attempt were being made to take over the Republican party—the only way to meet this threat is through exposure. In other words, the public must be made aware of this technique of infiltration.

I have just learned, and I have been getting this from various sources, that a plan is afoot—and you will be able to bear me out next summer or fall—that the union people, headed by Reuther, are going to force the walk-out of the southern Democrats in the Democratic national convention. You say from a Democratic point of view, this would seem to be disastrous; it would be a split in the party. But look at what it would mean for the labor party. If they could force the conservative southern Democrats out of the convention, they could move into the state organizations in the South and take over the existing official Democratic machinery. True, they wouldn't have the electorate. They would probably follow the old-line southerners that walked out, but the purpose at this stage is not to win elections. That is secondary yet. The purpose is to get control of the Democratic machinery.

If they take over the Democratic machinery in the state organizations in the South, even though they don't have a single vote behind them, they then have a voice in the Democratic convention, where it counts in terms of writing party programs and in terms of selecting candidates.

This is the same role, to be perfectly fair, that the



BOARD DINNER picture shows some of the divisional officers and board members starting on their fruit cocktail. Dinner was for new and old board members.

Republicans play in the Republican convention. The southern Republicans do not have any following, but they do have votes in the national Republican convention, and, therefore, they do exercise a tremendous influence on the choice of candidates and the writing of the platforms. So the first step is the taking over of the Democratic party.

The president of the Michigan Labor Council is on record as saying that the unions never will support a Republican candidate again. I want to make this point: The old notion of labor rewarding its friends and punishing its enemies is over. For instance, the labor party published a list of 12 senators that it wished to defeat in the coming election. What interested me was that all 12 of them, first of all, are Republicans, and that the list includes Senator Bender from Ohio, who is Lausche's opponent, notwithstanding the fact that Lausche is far more conservative. He is far more conservative than Republicans on management. Nevertheless, they are planning to defeat his opponent, which means, undoubtedly, that they are going to help Lausche win.

In other words, this notion of merely voting for a man because he may be friendly to labor is out the window. That is gone forever. They will never vote Republican again because the objective is control of the Democratic party.

We have had some examples of that. Clifford Case was elected Congressman from New Jersey. When the P.A.C. voting chart came out, Case had a 100 per cent voting record. In other words, the C.I.O.-P.A.C. listed Clifford Case as having voted right on every single major issue during his term in Congress. Despite that fact, labor supported his opponent. In other words, it did not support Case just because he was a Republican. There was Senator Ives in the Senatorial election in '54, and you can multiply these cases many times.

How are they going about this? The first technique is this: I have already indicated that one of the plans is to split the Democratic convention and force a possible walk-out of the conservative southerners for the purpose of permitting them eventually to move in and take control of the state machinery in the southern states.

Another technique is this: They pick a community, a city, or a county where the Republicans are very strong and the Democrats are very weak, where perhaps the Democrats haven't won an election and carried the county or district in 40 or 50 years. You know what happens to a political party, its organization, after a series of defeats—it collapses. It has no party workers. It finds it difficult to find people to come in and fill the precinct jobs, the leg jobs, the jobs that have to be done in order to keep the political organization alive.

The political people in the union movement have been sending their members into the Democratic party in those localities where the Democratic party is very weak and disorganized, and they are taking over these jobs as precinct chairmen and ward chairmen and sometimes as county chairmen. They never win elections, but they have control of the Democratic machinery, which gives them a voice in the state Democratic convention, which, in turn, gives them a voice in the national convention.

This has been going on all over the country. The report is that there is not a single state in the United States, including the deep South, where the labor people have not taken over control of at least one, and very frequently more, Democratic local organizations, from the grass roots up.

How were they able to do this? Your traditional American political party is a loose, amorphous organization. It has very little cohesion. It does not require any great loyalty or zeal or activity on the part of its members. Those of you who belong to political organizations know

ED DAWSON of NIMPA, who usually looks down at people, is dwarfed by Don Koehler of E. G. James Co., Chicago, who is a commanding 8 feet, 4 inches in height.



that. In some states you do not have to prove you are a Republican or Democrat to vote in the Republican or Democratic primary. The organization is usually just a skeleton force—a few people with an office, who do very little between campaigns. Then, when a campaign is in the offing, they rush back and try to stimulate the good Democrats or Republicans in the district to get out and get the voters registered and so on. It is not an everyday organization; it is not a tight organization; it is not a disciplined organization. And this looseness, this amorphousness is growing all the time. The situation isn't getting better, but it is getting worse.

The reason is that the thing which holds a political organization together is patronage, and that is disappearing from the American scene. You have the civil service laws. For instance, on a federal level, 98 per cent of the jobs come under civil service, and under the federal laws, jobs may not be awarded to people under the civil service system on a political basis. Merit systems exist in most states. This means that areas in which the political leader can look for rewards to give to his favorite henchmen have practically disappeared. He has to rely on zeal and idealism and so on in order to keep his political organization going.

The labor movement is the greatest patronage organization in the United States today. The 15,000,000 members of the AFL-CIO and the Railroad Brotherhoods have a payroll, paid employees on the staff of all the unions, totaling 300,000, which is a total far greater in number of jobs than anything both political parties combined can match. These are employees. These are organizers, paid officials, public relations men, newspaper men (they have a tremendous press), analysts, economists, research men.

When you go to Washington and walk into the union

headquarters, you think you are in a government agency—a 12- or 15-story building with hundreds of workers on every floor. These people are beholden to the union movement. They are employees; they have to do what they are told, regardless of what their views are.

This is a natural source of patronage and a potential source of political activeness. The labor unions have 300,000 people whom they can send out into the political arena. This is not merely around campaign time; this is every day of the year. Political activities of the unions can be maintained on a 365-days-a-year basis, because unions have other functions to perform on a 365-days-a-year basis.

The type of activities carried on by union officials and organizers happens to bear a close resemblance to political activity, in its normal everyday function, more than any other type of activity in American life. Men who work for businesses, men who work for industry, employees who perform technical productive functions, employees who perform selling functions—these are occupations which do not fundamentally have a real resemblance to political activity. But a union organizer, a man who has to go out and persuade people, has a natural training and preparation for going into political activity, which is very similar to his everyday functions.

So you have this tremendous organization with 300,000 paid employees and a tremendous number of members, and they can be transformed at almost a moment's notice into political activity—ringing doorbells, mimeographing material, sending out literature, talking to their neighbors, contributing money, and so on.

Neither of the traditional American political parties can begin to match these resources in manpower and money.

In terms of the restraints which exist on trade unions and political activities, we know there are laws which prohibit contributions and expenditures, and so they have used the so-called P.A.C.—the political arm method. They have asked for voluntary contributions and the proof that the membership is not too enthusiastic about the fact that labor is taking an increasingly active role in politics is the fact that the voluntary aspect has never been successful. With 10,000,000 members in the A.F. of L., they have never succeeded, on a voluntary basis, in raising more than \$400,000 at most.

But that is not where the real resources come from. For instance, a few weeks ago Senator Neuberger from Oregon got up on the floor and made a speech about his own

campaign. He stated he had received \$23,000 in cash contributions from the C.I.O.-P.A.C., and lamented the fact that it was necessary to receive such contributions, but pointed out that his opponent had received much more from management. What he did not tell the Senate was that in addition to the \$23,000 he received in cash, the labor union people wrote, had printed, inserted and put postage on and mailed 100,000 letters for him; made 165,000 personal telephone calls; put at his disposal 100 automobiles, with chauffeurs; provided him with scores and scores of precinct workers on a day-to-day basis to work at getting out the Democratic vote. They provided him with scores and scores of workers on election day. In addition to that, they contracted with him for five articles which appeared in the union press and they paid him \$1,000 apiece for each article. If you add up the total value of these services, they come to many times the \$23,000 which he got in cash.

This type of activity is not precluded by the law. This is the kind of activity that is going on every day, in every part of the United States. The trade union press itself runs into millions and millions of copies a week, and as I have indicated, it is full of nothing but political news. Union news is relegated to the back pages. All you see are big political headlines, attacking Republicans, attacking southern conservatives, and plugging for Hubert Humphrey, Lehman and Neuberger, etc.

You are confronted with an organization which is naturally adept in political activity, which has tremendous resources, tremendous manpower, opposed to the old-fashion types of political organizations which are declining in strength for the reasons I have indicated.

As sort of a corroboration of their strength, I want to point this out: We have heard over and over again, "Labor can't deliver the vote." We usually point to the Taft victory in Ohio and the referendum. Meany and Reuther and Schnitzler will always say, "We can't deliver the vote." In a sense, this is literally true. Obviously, Meany or Reuther cannot get up on a platform and say, "I want every union laborer to vote for Joe Doakes," and then expect them to vote for Joe Doakes. In this sense, they can't. But they can deliver the vote in the sense I have just described, by providing their candidate with the kind of political machinery into which I have gone in some detail.

In 1948 the labor people were very unenthusiastic about Harry Truman's nomination. They didn't want him in the first place, and they were convinced that he couldn't win



PLEASED SMILES of NIMPA staff and president reflect a job well done. Grouped around Chris Finkbeiner, NIMPA president, are (left to right) Ed Dawson, John Mohay, Jeanette Veal, Fred Sharpe, the association's new director of sales training, executive secretary John Killick, and Kay Satterthwaite.

PACKERS TOOK FRONT
row seats to hear Fred
Sharpe of NIMPA staff give
them pointers on "How to
approach a prospective re-
tailer customer."



in the second place, as many of us were. Dewey lost that election, much to a good many people's surprise. He has been constantly criticized since because of his so-called ineffectual campaign.

We happen to know in 1948 the labor people made a deliberate decision. The decision was this: Truman can't win, so why waste our time, money, resources and manpower on a hopeless cause. Let's throw everything we have into the congressional races. From '46 to '48, the Republicans controlled Congress; that was the so-called famous 80th Congress, the Congress which passed the Taft-Hartley Act. We had a substantial majority. So effective was labor's political action that we lost 70 Republican incumbents in that election, and 38 of those incumbents lost their seats in 16 states that Dewey carried, which is a conclusive demonstration of the effectiveness of labor's political activity. In other words, despite the so-called weak campaign that Dewey waged, he ran better than the 38 Republican congressmen—congressmen who were defeated in the states he carried, because labor had concentrated its efforts on defeating those 38 Republican candidates.

I think the same thing is going to happen in this next election. Barring a split, such as I have described, with the southern Democrats, and getting a united Democratic party, I am convinced Eisenhower will win the election but will lose both the House and Senate, and, perhaps, by even a greater margin than the Democrats now enjoy. This will be something unprecedented in the history of American politics, that the winning President should not be able to carry in with him a majority of his own party in the House and Senate. If this happens, it will be the most striking demonstration of all of the ability of the labor movement to deliver the vote in the special sense I have described.

CHAIRMAN ALAN J. BRAUN, The Braun Bros. Packing Co., Troy, Ohio: Thank you very much. Certainly after such an enlightening speech, there undoubtedly will be many questions in the minds of all of you. Are there any questions?

PACKER: What hope do we have?

BERNSTEIN: I indicated that I thought that answer was exposure. If the American public can be told that what is going on is this attempt to take over the Democratic party by the labor movement, so that we will have a

special interest group parading as a political party and not under its own identity, I do not think the American people will buy it.

Of course, this seems to me to be a public relations and a communications problem. I admit we suffer under very grave handicaps, because some of the most influential segments of the press and communication—the columnists and commentators, and also the groups like the League of Women Voters and A.D.A. and the do-gooder groups, have all accepted the union line, which makes it very difficult for management, whom nobody believes anyway. Everybody doubts management's good faith. It presents a really difficult problem.

But it seems to me a job can be done on a community level. All of you are members of communities. You have your social groups, your churches, etc. This word has to be gotten around. It is as much in the interest of the Democratic party as in that of the Republican party.

There is one labor relations aspect of this which management might be able to do something about, and that is the question of compulsory unionism. I think this is the Achilles' heel. It is beginning to penetrate even into their consciousness that there is something undemocratic, something which is a flagrant violation of civil rights and liberties, to compel a man to belong to the union as a condition of holding his job, and yet take part of the money that he contributes and use it for political purposes of which he may completely disapprove. More and more people are becoming aware of the injustice and wrongness of that particular thing. It is in this respect that management can make this a sort of target.

PACKER: Would you say if this sort of thing prevails, it will be a step into socialism itself?

BERNSTEIN: Today we don't like to use the term because if anybody says anything against socialism, immediately another fellow says, "Look at the post office." But, after all, what can you expect from a labor government? We know what they had in the labor government in Great Britain. There are leading figures inside the labor movement, and I refer particularly to the old C.I.O. element—the Reuthers and the Careys, who are fundamentally socialists in the old sense, and who favor increasing government intervention and control, and perhaps even government ownership.

At the very best, a labor government would mean

legislation designed to favor labor and would be to the disadvantage and handicap of management. A perfect example was the Westinghouse strike. Governor Leader, in the middle of the strike in Pennsylvania, announced the strike was transformed into a lock-out. This was an interesting point because under the Pennsylvania law, when you go on strike you cannot get unemployment compensation, but under the law, if it is a lock-out, you can get it. First, Governor Leader suggested to the strike leaders and Westinghouse that they agree to compulsory arbitration. When Westinghouse refused, the governor stated that by refusing to accept arbitration, the company had transformed the strike into a lock-out. Upon that transformation, every striker was eligible to receive up to \$35 a week in unemployment compensation. The result was that the public was financing the strike. That is the sort of thing you can expect.

ELMER KONCEL, Louisville Provision Co., Louisville, Ky.: Do you think this political fence-building will split the two unions farther apart or weld them together?

BERNSTEIN: That is inside the merged organization; I don't know. All I can say is that the primary purpose of the merger in the first place was to strengthen their political operations, rather than any hope that it would give them any more strength from a purely economic standpoint. I think the merger will eliminate the sort of situation you had in Michigan, where you had half of the teamsters supporting the Republicans and Reuther supporting the Democratic candidate. That thing will increasingly disappear and the merger is designed to eliminate that type of difference. That does not mean



FELIX EPSTEIN, First Spice Mixing Co., Inc., is more intent on that party wiener than he is on the pretty girl handing it to him.

there will not be other differences—economic fights and jurisdictional fights—but even with those internal disputes, the chances are good that the coalition will stay together for political purposes.

CHAIRMAN BRAUN: What do you think will be the fate of the Taft-Hartley law if the union should take over the Democratic party, as you mentioned?

BERNSTEIN: Two steps, I believe, will be necessary. They would have to take over the Democratic party first, and having taken over the Democratic party, they would have to be able to win the elections. After all, Republicans do win occasionally. But, on the assumption of having control of the Democratic party and then carrying the national administration, both President and the Congress, I don't think there is any doubt but that the first order of business would be the repeal of T-H and return to the Wagner Act, with some liberalizing amendments to the Wagner Act, so it would even be a more pro-labor statute in that situation than it was during the 12 years of its existence.

PACKER: To what extent is the Democratic party resisting this attempt to be taken over?

BERNSTEIN: It is hard for me to say because I am a Republican and I am not privy to what the Democrats

are doing. We know there is a faction inside the Democratic party that doesn't like it. The particular means that they are using to fight it, I don't know. For example, the South has made a big issue of the segregation problem. That is all right from the South's point of view, and I am not quarreling with them on it, as a hypothetical matter. But it seems to me the South would be much more



GERRY MYDEN of Miller & Miller, Inc., pins "Goose Is Loose" lapel pin on Bill Griffiths of W. F. Thiele Co., Milwaukee.

effective if it would try to transform this into a general fight on states' rights because they are not going to get the conservative Republicans from northern states with large Negro populations to join with them on a segregation issue. It can fundamentally be transformed into a states' rights issue.

This is a mistake on the part of southern Democrats because by not playing it up as a states' rights issue, they are losing support. Bricker, Schoeppel and Jenner and many others cannot go with them on segregation.

The southerners are the last bulwark against this movement. There are about nine important industrial states where the delegations to the Democratic convention this coming August will be controlled by the labor people. That is how far the penetration has gone. There are weaknesses in the whole Democratic party. The South, for instance, is conservative upon labor and upon many things, but on welfare, it is just as New Deal and just as liberal as Humphrey and Lehman, and also on federal aid to education, health aid, and federal handouts, etc.

Now that the Republicans are in the majority, the situation is even more difficult. In a minority we had good coalition—the conservative Republicans and the southern Democrats—and we frustrated, in the past few years, a good many of the measures that the New Deal Democrats had. But now with the Republicans in the majority, the conservative Republicans are scared. They do not want to take issue with Eisenhower. After all, he is their President. Party loyalty is a concept that has some meaning, and so you find conservative Republicans voting for New Deal measures. The thing has become so fragmented that you do not have this clear-cut division.

For example, this highway bill was up. It was voted. Dondero of Michigan proposed an amendment to knock out the provision which would authorize the Secretary of Labor to determine the prevailing rates of all labor in every state of the union. The law now permits the Secretary of Labor to establish prevailing rates on all government building contracts. This is not a federal government project; the states do the building. Nevertheless, this provision was in, and the Secretary of Labor will set the rates in every state. Dondero proposed to take this power away, not to give it to him but to give it to each state itself, and the southerners deserted him on that, and also most of the conservative Republicans, because they wanted the hand-outs. If you cannot bring the conservative Republicans into line, I cannot offer much hope for effective resistance.

State Associations



EXCHANGING VIEWS on state association activities are (l. to r.) Robert McLeod, McLeod Packing Co., Valley Falls, Kans.; A. J. Jessee, Virginia Meat Packers Association; Thomas Wright, Oklahoma Independent Meat Packers Association; C. O. Hinsdale, South Carolina Meat Packers Association, and W. L. Medford, Pennsylvania Independent Meat Packers Association. McLeod is chairman of a steering committee to organize a state association in Kansas.

How to Organize and Win Aims at State Level

STATE associations of meat packers are not a new idea, but there are some new ideas about state associations. Chief among those expressed at the Sunday afternoon NIMPA forum was that the value of cooperation by independent packers, which was readily apparent during OPA days, can be even greater when no crisis is imminent.

"A state association is like religion," said Al Pollard, executive director of the Arkansas Independent Meat Packers Association. "If you need it and you haven't got it, it's too late to get it."

Associations represented at the meeting ranged in age from the Pennsylvania Independent Meat Packers Association, which was organized more than 30 years ago, to the Virginia Meat Packers Association, which will be one year old in July. Also present were two men who are spearheading the formation of such groups in their states: Fred Glaser of Glaser's Provision Co., Omaha, who is instrumental in the pending organization of a Corn Belt Packers Association, and Robert McLeod of McLeod Packing Co., Valley Falls, Kan., who is chairman of a steering committee for the organization of a Kansas Independent Meat Packers Association.

Spokesmen from other states, where associations exist on paper but have not been active in recent years, indicated that they, too, plan to get on the move.

While state associations have no official connection with NIMPA, the national organization has offered much encouragement and guidance in their development, particularly during the past two years.

"It is the feeling of NIMPA that accomplishments of independent meat packers can best be achieved by strong state associations coordinated through a national program," explained Chris E. Finkbeiner, NIMPA president, who presided at the meeting. Finkbeiner also is president of the Arkansas Independent Meat Packers Association.

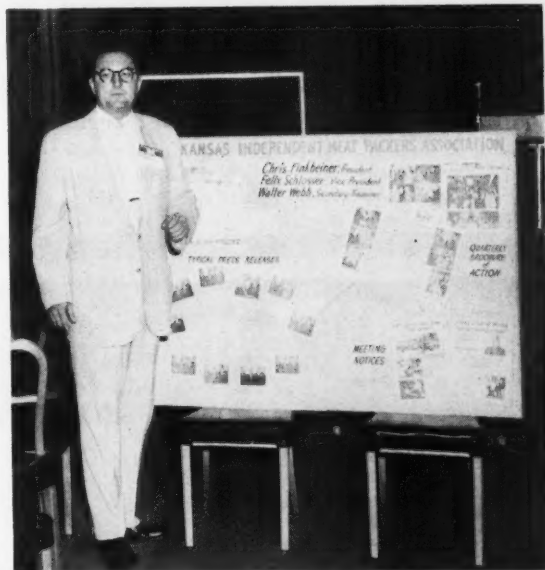
AIMPA, too, had deteriorated through inaction until two years ago, Finkbeiner admitted. Then the nucleus of Arkansas members decided it was time to wake up and build a strong organization of packers that would be a vital, contributing force in that state. AIMPA thus had a two-fold problem that is shared by all such groups: how to get active participation by all who are or should be members, and how to get recognition in the state.

Ways in which sound publicity and public relations have helped the Arkansas group grow into a strong organization were explained by Pollard, an advertising and public relations expert.

First of all, Pollard said, AIMPA set forth its objectives: increase membership, relate activities to consumers, get publicity for the association, keep members informed on latest industry developments, and establish public relations contact with other Arkansas groups related to the industry, such as producers, 4-H Clubs, retailers and consumer organizations.

AIMPA, he said, has tried to build its programs around the four "ribs" of the meat team: grower, processor, retailer and consumer. Each monthly meeting features a brief report on developments affecting stockmen, and better livestock is one association goal. Independent and chain store representatives also have appeared as speakers to tell what they think of the industry and where, in their opinion, it might be improved.

Another meeting featured a panel of women, who made headlines in the state with their views on what housewives want in meat. Women, they said, are interested primarily



AL POLLARD, executive director of the Arkansas Independent Meat Packers Association, explains how a planned program gives impetus to membership growth and creates consumer goodwill.



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in taste and also welcome prepackaged items because they provide "built-in maid service."

Senator Fulbright of Arkansas spoke on "Pigs 'N Politics" at one meeting, which was held in Helena instead of the regular meeting place in Little Rock. AIMPA chartered a bus to take members to Helena as a group.

"It was something different and it got a lot of attention," Pollard told the NIMPA meeting. "The senator also left with a better understanding of packer problems."

AIMPA sends out news releases to newspapers and radio stations on all its meetings and is getting excellent coverage, as evidenced by clippings on a bulletin board displayed by Pollard. Photo mats are sent to newspapers, which welcome the opportunity to print news and pictures about local people. Television cameramen also have covered many AIMPA events, such as the occasion when the association chartered an airplane and flew as a group to the NIMPA Southwestern division meeting at Houston.

"Publicity creates an air of excitement in the organization," Pollard pointed out. "Besides getting members interested, publicity is stirring up interest of the public, making the public aware that AIMPA is striving to serve the consumer and improve product."

Among other attention-getters displayed by Pollard were the AIMPA news quarterly, showing photos of major



CARL H. PIEPER, Oswald & Hess, Inc., Pittsburgh, Pa., speaks up during one of the regional gatherings which were held on Sunday afternoon.

events, and the AIMPA letter-head, which also helps establish identity.

"Create a little excitement and interest if you want to build a strong association," he advised. "If you can't create a little excitement, you have a tough row to hoe."

Finkbeiner noted that, unlike packers in some other states, Arkansas independents are not having difficulty with chain stores.

"One of the reasons we're not having trouble with the chain stores," he said, "is because you find brands of four or five independent packers in Arkansas stores. Because we can show them we're trying to build the state, they're friendly to the independent packers. I know if I'm the only strong independent packer in the state of Arkansas, I can be nipped in the bud just like that. But if there are four or five or six strong independents, that helps me. The better job we can do as independent packers in Arkansas, the less chance there is of someone coming in and taking over."

Progress made by several other state associations during the past year also was summed up by representatives of



EARLY-BIRDS gather for informal meeting of the central division under chairmanship of Alan Braun, The Braun Brothers Packing Co., Troy, O. Several regional groups met on May 13.

those groups. James J. Swick, Copeland Sausage Co., Alachua, Fla., president of the Florida Independent Meat Packers Association, said the Florida organization has been working closely with producer groups and the Florida State Marketing Association to get better livestock Meat-type hogs and fat hogs, for example, are placed in separate pens at the auction yards and there is an automatic price differential of about \$1 per cwt. FIMPA members also are exchanging yields data and this has helped a lot, Swick said. In other action, the association succeeded in getting the governor's cabinet to make funds available for inspection after the state legislature adjourned without making an appropriation. Members also are working together to improve equipment and sanitation.

"The best thing," Swick said, "is that our members know each better and now thrash things over. This makes them better competitors, and they're doing a better merchandising job."

Reporting on the Georgia Independent Meat Packers Association, president Robert L. Redfearn, Redfern Sausage Co., Atlanta, said one problem in Georgia is lack of uniform inspection laws throughout the state. After studying the situation and obtaining information from other states, the association has drawn up a uniform state inspection law which it hopes to have passed at the next session of the legislature, he said. GIMPA also obtained modification of certain weights and measures rulings that were devised before meats were prepackaged, and, by speaking as a group, got a ruling that the state's sales and use tax did not apply to a certain item used in large quantities by the industry.

The Georgia commissioner of agriculture has addressed the state association and recently agreed to provide a full-time state man to promote production of meat-type hogs in Georgia. A new GIMPA program, soon to go into effect, is a uniform plan on sausage pickups. Members have agreed to pick up unsold sausage items from stores but will credit the dealers with only one-half of the cost of the



EAST TENNESSEE Packing Co. personnel scan THE NATIONAL PROVISIONER DMS report for latest market quotations.

items. The Georgia group has scheduled meetings twice a year, with others on call.

"A state association will save you a lot of money and make you better operators," Redfearn said.

The Louisiana Meat Packers Association has not been very active of late, reported Fred Dykhuizen, Dixie Packing Co., Arabi, La., but a number of packers plan to get together before the summer is over and revamp the association. A large delegation of Louisiana packers was present at the NIMPA meeting. Dykhuizen said he would like to see the state inspection fee fully paid for by the state as a public service.

The North Carolina Meat Packers Association, which was organized in 1954, now has 32 member companies, reported a spokesman for that group. The association is trying to get state meat inspection and also is promoting weigh-out, rather than weigh-in, of livestock.

State inspection also has been a major project of the Oklahoma Independent Meat Packers Association, Thomas C. Wright, Canadian Valley Meat Co., Oklahoma City, told the NIMPA meeting. The Oklahoma group explained to the state legislature that local product had to compete with out-of-state product coming in without the cost of inspection having been added to its price, he said. The legislature responded by appropriating \$100,000 for two years. Oklahoma inspected packers pay 20 to 30 per cent of the cost. "The association now is laying groundwork to get a \$300,000 appropriation when the legislature convenes next January and also to make inspection compulsory throughout the state," Wright said. "It won't cost over 15c per person for the state to pay for inspection fully."

The South Carolina Meat Packers Association has just undergone a reorganization and is starting a membership drive this month, said C. O. Hinsdale, Balentine Packing Co., Inc., Greenville, S. C. The association already has obtained a new state inspection law, weigh-in of livestock at time of sale rather than time of arrival, and a state promotional program on meat production and consumption.

The Pennsylvania Independent Meat Packers Association is active in most of the areas mentioned by the other groups and also has some unique projects, reported W. L. Medford, Medford's Inc., Chester, Pa. Among these is an annual legislative dinner in Washington for representatives and senators from Pennsylvania, which helps to keep them up to date on the industry and the views of packers on legislation. The association also gives scholarships at Pennsylvania State College every year to the two men who make the highest grades in the school's meat cutting and slaughtering course. The association has one scheduled



SHARING SPOTLIGHT at board dinner with Wilbur LaRoe, left, NIMPA general counsel, are W. F. Dixon, Dixon Packing Co., Houston, Tex., and W. C. Faulkner, Dothan, Ala.

meeting a year which is held at the Penn State campus.

The Virginia Meat Packers Association, which had its first meeting last July at Richmond, was born of necessity, explained its president, A. J. Jesse, general manager and treasurer of Shen-Valley Meat Packers, Inc., Timberville, Va. The legislature had passed an act that affected the pocketbooks of packers. "We've attempted to get more favorable legislation passed covering inspection and also have benefitted in many other areas," Jesse said. The association includes federally-inspected as well as state-inspected houses in its membership. The group has exchanged labor contracts, rates, production costs, etc., and companies are better informed in negotiations, he said.

A big occasion is being planned by the Virginia association for its annual meeting Saturday, July 14, at the Hotel Roanoke, Roanoke, Va. Fred Sharpe, NIMPA director of sales training, will address the afternoon session following a business meeting in the morning. In the evening there will be a banquet, with the state commissioner of agriculture as guest speaker. "We plan to lay a lot of fine groundwork," Jesse said.

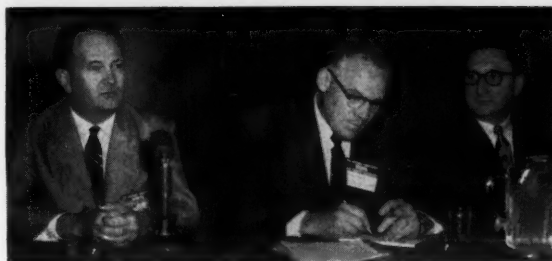
Fred Glaser reported that there have been several meetings in Omaha on the formation of a Corn Belt Packers Association and another is planned. "We're wondering if it should be an Omaha or state organization," he said.

"The web that has pulled Kansas packers together is the idea of inspection," explained Robert McLeod, in describing the pending formation of a Kansas Independent Meat Packers Association. Twenty plants sent representatives to the first meeting at which the idea was discussed. The state has estimated that inspection will cost \$100,000.

"Inspection should be a public service," McLeod said. "If it's right, it's 100 per cent right. We're going to shoot for 100 per cent."

"YOUR PRICE is too high," the mock retailer declares as packinghouse salesmen participate in sales management session.





Livestock Conservation is Chance to Save

POSSIBLE savings through the reduction of livestock bruising and similar losses, and the possibility that NIMPA members might find new markets for their lard and edible offal products in foreign countries, caught the interest of the panel and audience alike at the clinic on plant management, held on Tuesday, May 15.

The panel was headed by G. J. Amshoff, Louisville Provision Co., and had as the other members Fred Dixon of Dixon Packing Co.; Fred Dykhuizen, Dixie Packing Co., and John Marhoefer, Marhoefer Packing Co.

Gwynn Garnett, Foreign Agricultural Service, U. S. Department of Agriculture, and Walter Lloyd, general manager, Livestock Conservation, Inc., were guest speakers.

NIMPA secretary John Killick led off the discussion with a summary of the exploratory work the association has done with Department of Agriculture on the subject of export markets. He was followed by Walter Lloyd of Livestock Conservation.

WALTER LLOYD: Statement of preventable livestock losses requires figures so big that they would leave you cold. If I told you that the sum total of all livestock losses—handling losses, marketing losses, losses from parasites and diseases and losses from condemnations—exceed \$2,250,000,000 you might not be inclined to believe me. However, I can assure you that this figure is real and is based on sound estimates by Livestock Conservation, Inc., and the U. S. Department of Agriculture.

However, even if you did believe me, that \$2,250,000,000 is so big that it would still be more or less meaningless. So, let's look at it another way, and get it down to where it means something in your day-to-day operations as plant managers and owners.

For instance, this grand total figures out to about \$500 a farm, if you count all the farms in the country. However, if you allow for the fact that about 40 per cent of the farms turn out about 90 per cent of the total agricultural production, this figures out about \$1,000 each for 2,000,000 farms that produce the bulk of America's livestock.

Bruises, condemnations and other losses that are revealed in your packing plant are part of your overhead, whether you like it or not, and good management is constantly striving to reduce overhead.

So, when LCI takes as its first goal an increase in livestock income to the producer, we mean actually an increase in livestock income all along the line. If the farmer does something to decrease the incidence of a particular parasite or disease, or if he has a good loading chute that will

Gwynn Garnett, administrator, foreign agricultural service, USDA (left center), jots down a few notes prior to plant management panel session. Panel members (left to right) are Fred Dixon, Dixon Packing Co., Houston, Tex.; Garnett; G. J. Amshoff, panel chairman, Louisville Provision Co., Louisville, Ky.; Walter Lloyd, general manager, Livestock Conservation, Inc.; John Marhoefer, Marhoefer Packing Co., Muncie, Ind., and Fred Dykhuizen, Dixie Packing Co., Arabi, La.

eliminate bruises, it means that there are more sound and healthy livestock for you to buy. It also means a reduction in condemnations and less loss before the stock gets into your cooler.

Mark down in your notebook that through livestock conservation practices it is possible to add \$1,000 in income to every livestock farm in the United States, and still give you smaller loss in your plant, less overhead for each day's operations, and less money that your sales department has to recover for damaged products that you cannot sell.

Let me tell you about a little experience that I had the other day. I was talking to the head of the beef department in a packing plant in a western city. I was talking about the place of Livestock Conservation, Inc., and how a livestock conservation program is working in some of the plants in his own city.

I happened to have with me detailed figures on the losses at packing plants X, Y and Z in the city. The figures were for a full 12 months, including most of 1955.

Plant X, for example, had a charge of \$1.26 for every head of cattle slaughtered, or \$2170 per week, for bruise and grub losses and condemned or dead cattle that had been bought and paid for. Bruises averaged 69c a head for every head slaughtered; grubs, 18c; and deads and condemnations, 40c. Ninety-seven out of every 100 cattle bought were either bruised, grubby or lost through death or condemnation.

Twenty-one hundred and seventy dollars a week, or just about \$110,000 a year, was the sum that this plant paid for livestock in excess of its supposed value. It either had to absorb this loss out of capital, collect from the consumer or deny the farmer in the future.

I did not get to the figures from plants Y and Z before my beef man stopped me and said, "Sixty-nine cents a head for bruises alone? Why that's nearly 11c a hundred. That is almost as much as I am netting out of my beef."

Then he scratched his head and kept repeating, "Eleven cents a hundred!"

I know that from now on the people in his plant are going to look twice before they crowd and rush cattle in the yard on their way to the knocking pen. The facilities in his plant are going to get a going over to see that there are no sharp corners to make hip bruises.

Plant Y had a total loss of \$175,000 from bruises, grubs and condemnations. The per head loss was 95c for all heavy steers slaughtered; 58c for all light steers slaughtered; 67c on heifers; \$1.54 on shipper cows, and 73c on canners and cutters.

Look at it another way. In an analysis of 86 test lots

totaling over 3,500 cattle at one meat packing center—lots of cattle that ran high in bruises—we found losses of \$10.45 per bruised heifer; \$15.05 per bruised steer, and \$8.58 per bruised cow, or an average of \$11.40 for each head of cattle in these 86 lots.

Think of how much the packers involved in this test would have saved if the buyers had said, "No," on some of the worst of these lots, instead of, "Weigh them."

Does this startle you? Have I said enough to make you inquire into the situation in your own plant when you get home?

As a matter of fact, I would like to know how many of you could give me comparable figures on your own losses. I am not going to embarrass you by asking, but if you cannot, you certainly are missing one of the few ways left by which you can cut down on an unseen expense and increase your net. If, when you get home, you will set the machinery in motion to find out what your bruise losses are, you will have taken a big step toward making livestock conservation work for you.

As one livestock conservation leader said the other day, and I quote, "You can't do anything about a problem that you do not know exists, any more than you can come back from where you ain't been."

This problem exists throughout the whole livestock industry. I have left at the desk outside a reprint of a story from *THE NATIONAL PROVISIONER* which points the way not only to what the problem means to the entire industry, but also to what you and you can do about it.

The clues to effective action are given in this reprint. They are, first, find out what your losses are. Second, organize the livestock safety program in your own plant. Third, support the activities of Livestock Conservation, Inc., which is working throughout the entire livestock industry to stop as many of these losses as possible before the livestock reaches your plant.

As a sample, take cattle grubs. The Department of Agriculture says that cattle grubs cost something over \$7 per head of infected cattle. This loss persists despite the fact that we have known for years how to control grubs. That is why Livestock Conservation, Inc., this year is laying the groundwork through posters, literature and publicity for a nationwide campaign to control cattle grubs.

The chief difference between this campaign and past efforts is that we have hooked a gimmick onto this one campaign that seems to be attracting a lot of attention in the feeder-producer areas. That is the production of grub-free feeder cattle in areas certified to be grub free through community action.

That is only one example of the work of Livestock Conservation.

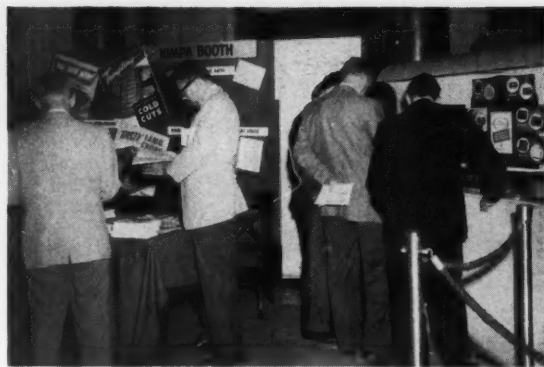
Is there any reason why this country should put up any longer with losses from hog cholera, which the Department of Agriculture estimates at \$24,000,000 a year, when we know how to eradicate the disease?

We know how to treat roundworms in hogs. We know how to treat many parasites. We know that horned cattle should not be sent to market. All these things certainly are going to help the packer as well as the producer if we can get the story across; that is why we are asking you to support these industrywide activities.

We are right in the midst of a program to reduce hot weather losses (indicating posters marked "WATCH WEATHER FORECASTS" and "GIVE 'EM AIR"). If you want copies of these to put up in your buying stations, where your truckers and hog producers will see them, let me know.

In all of these efforts we have the loyal personal support of many of the members of your organization, and especially secretary Killick.

Through him, and through the trade press, you are



DIVERSIFIED INTEREST is evident here with two packers checking over NIMPA literature while Quartermaster exhibit of irradiated and dehydrated foods (right) gets attention from another group.

going to hear a lot more about Livestock Conservation, Inc., in the months to come. Mr. Killick is vice chairman of our processors' committee, and he will be bringing you, before this year is out, complete details of how to organize livestock conservation programs in your own plant.

As a director of Livestock Conservation, along with Fred Dykhuizen, he will be helping to shape the policies that will make LCI more effective than it has been in the past. In the meantime, I urge you to get into this business of studying hidden losses. It might well be the most profitable thing you do this year.

FRED DYKHUIZEN: I would like to ask Mr. Lloyd



"THIS IS the bacon package you want," says Chris Michael, of Crown Zellerbach Corp., Los Angeles, to an interested visitor in the exhibit hall.

a question. Just what progress is being made on this "age of bruise" study that I understand is going on at Ohio State University? It seems to me that one of the best ways to prevent bruises is to know when they occur and take preventative measures.

LLOYD: We had a staff meeting of the regional managers of Livestock Conservation last week with a representative of the U. S. Department of Agriculture which has sponsored the three-year program to study the physiology of bruises. They are trying to devise a test which will tell, on your killing floor, quickly and with a reasonable degree of accuracy, how old a bruise is.

The report was that very marked progress has been made. By the end of this year the scientists will have a few-minute simple test, which any one of your plant employees can learn to make, which will tell you, within an hour or two up to five or six days, just when a bruise occurred.

With this test you could trace back and see whether

the bruise occurred in your own pen, at the market, during transportation, or on the farm.

It will provide the livestock industry with the first lead to pinning down definitely the responsibility for these bruises.

One other interesting thing has come to light in the work; contrary to what a lot of people in the industry believe, bruises can occur as long as there is any blood pressure left in the animal. That is another reason for looking at your own operations a little more closely.

JOHN MARHOEFER: Can you tell us how we can insure success in a bruise-prevention program in a plant?

LLOYD: I think that the most important thing to do is to make it a responsibility of top management. The chairman of your bruise prevention committee should charge someone at the executive level with full responsibility for seeing that regular meetings are held. The plant committee should cover everyone who has any connection with handling livestock, from the yard foreman on to the killing floor.

The chairman should see that findings are released promptly, that inspections are made regularly, and that the work is carried through your plant and back to your sources of livestock.

MARHOEFER: In Mr. Lloyd's original address he said that horned cattle should not be sent to the market. I would like to have him tell us what the farmer should do with them in order to send them to market.

LLOYD: There is a simple answer to that. I can show you in our office figures which indicate that the producer would have been better off, in many cases, if he had kept one or two horned animals at home instead of shipping them in with other cattle. That is one answer.

The other is to breed the horns off or remove them while the animals are young. If you must get them to market, as in the case of old dairy cows, partition them from other cattle in your truck or railroad car.

I saw a truck leaving the stockyards the other day with some pretty good steers. There was one horned critter in the lot. His head was between the rumps of two others. The head was down and one horn was under the flank of the animal on either side. I would hate to have seen the other two animals when they got to the cooler.

PACKER: Mr. Lloyd, I think you have done a remarkable job on these internal ham bruise studies. I wonder, though, if there might not be a factor contributing

that has not yet been stressed. It appears to industry observers that more bruises show up in the months of January, February, March and April. We have blamed it on the weather; but I was wondering whether it might not be partially due to nutrition. Perhaps this condition is due to a lack of calcium and shortage of Vitamin D. With the use of antibiotics on these weak hogs, there might be a reestablishment of bone structure. We might eliminate the weakness.

LLOYD: I think you have probably answered your own question. Perhaps the tendency toward bruising, as well as many of our livestock diseases, may trace back to gradual depletion of soil fertility. Our study on ham bruises at the University of Minnesota did not get into that field. It is a typical illustration of some of the research problems that still need to be tackled.

I am satisfied that the older our agriculture grows, the more the trace elements are taken from our soils. This can lead us into a lot of trouble. We are making both beef, pork and lamb with a lot fewer pounds of feed per hundred pounds of gain. That is certainly bound to have an effect.

FRED DIXON: Mr. Lloyd, I would like to comment on one statement you made. You said you were not going to embarrass us by asking how many of us had a conservation program or an idea as to what our livestock losses are. I will be the first one to be embarrassed. I do not know what mine are. I am going to try to find out, but I do think that many managers in this meeting are in the same shape. We are all aware of these losses. We moan and wring our hands when we see them in our coolers. We do not know exactly how to interpret them in dollars and cents.

Does Livestock Conservation have any plan or any bulletins which would help a small plant to determine more accurately its dollar-and-cent loss?

LLOYD: That is the chief project before the processing committee of Livestock Conservation, with Mr. Killick as chairman. It will not be too long before you will receive such a plan through your own organization. It will include simple forms for making one- or two- or three-day monthly tests to give you these indications for which you are looking. Last winter we sent out questionnaires to 121 meat packing plants from one coast to the other. We did this on behalf of our railroad committee, which was anxious to find out ways and means by which rail transportation of livestock could be improved.

We received only about 15 per cent returns, but practically every one who answered said he did not know. They all had ideas, and those ideas formed the basis for a very profitable discussion at the railroad section of our annual meeting in February.

As far as actual figures on losses, only one or two

UNAWARE OF the photographer, three friends catch up on in-between convention news. Center photo shows Mrs. Robert Markley and Mrs. Wayne Buehler, Gerstenslager Meats, Inc., Creston, Ohio, relaxing and exchanging shopping news. "That's the way to the curing meeting," is what the man in right photo seems to be saying as he points to the Red Lacquer room.



plants had any. Are there any more questions?

GWYNN GARNETT, administrator, Foreign Agriculture Service: I will meet some of your special groups that are interested in the exportation of animal products.

There are many good reasons why the U. S. Department of Agriculture, the meat packers and farm organizations are eagerly supporting every possible activity to expand the export market for animal products.

There are both limitations on the exportation of animal products and opportunities.

First, let me point out some of the limitations, because I have no desire to create any unwarranted enthusiasm or to urge you to do things that might embarrass you later.

When it comes to exporting carcass beef, or primal cuts of beef, we should not fool ourselves that Argentine and Australia cannot produce beef much cheaper than we. We had occasion, recently, to make estimates, or to get down to facts in the foreign market, and we found that Argentine carcass beef could be delivered at about half our price for rather low grade beef.

I was in Argentina a few weeks ago and found that they had orders to increase their exports about 40 per cent, but they were unable to do so because of limited refrigerated cargo space.

What is true of beef is not so applicable to pork. We have a very good competitive position compared with all other pork producers in the world. Most pork-eating countries, however, or the farms of most pork-eating countries have some pigs. Most countries have a fairly high proportion of their population on farms, and like the agriculturists of this country, foreign farmers are quite articulate, particularly when it comes to protection from imports.

As a result, almost every country has imposed one kind or another restriction to limit imports. Some of the restrictions are real; some of them are fabricated, or are simply protection in disguise, such as restrictions against cholera and restrictions against the import of animals from areas where VE is prevalent. In general, the limitations on the export of animal products are simple: we are not able to compete with Argentine and Australia on beef, and we have a feeling of protectionism inside most meat-eating countries. In addition to these factors, the purchasing power of foreign consumers is much lower than ours. There are definite limits on what they can pay and add to their diet.

We should not lose sight of these limitations. They are offset, however, by demands and by opportunities.

In almost every country of the world there is a rising standard of living and an increasing demand for improving the diet.

Prices in importing countries for animal products are generally well above ours. For example, in Germany the prices of edible offal are about twice the prices for which we can deliver them over there. Some of our opportunities lie in the field of exporting animal products, particularly lard and tallow, to Iron Curtain countries. From 80 to 90 per cent of the diets behind the Iron Curtain are made up of carbohydrates. Thus they consider more or less as luxuries some of the products which we class as by-products. In many Iron Curtain countries lard is used as a bread spread.

We are in a position to deliver lard, CIF, Baltic ports, at a little over 15c a pound. The internal prices behind the Iron Curtain are the equivalent of about \$2.50 a pound. Our lard and our bellies are finding their way there.

There are no government limitations on the exportation of lard or animal products. There seems to be a great deal of misunderstanding on this subject. The policy of our government on trade with Iron Curtain countries is that there is no limitation on the exportation of com-



"YOU MUST HAVE a badge to get into the exhibit hall," says the guard at the door, while man safely inside gates gets "pinned" by winsome lass.

mercially-held farm products. We do not trade with Communist China, or North Korea, but for Russia and the Eastern satellites there are possibilities.

Lard, of course, is one of our best export products. We are exporting somewhat over 20 per cent of our domestic production. That is twice the percentage that we exported before the war. Last year we exported 562,000,000 lbs. of lard. We have an intensified program. This year there has been some government promotion of lard exports and we are expecting to ship somewhere in the neighborhood of 700,000,000 lbs. of lard in 1956.

Tallow is an important animal export. Last year we exported 43 per cent of our tallow compared with pre-war volume of only 2 per cent.

The United States has traditionally been an importer of hides and skins, but at the present time, one out of every five cattle hides and calfskins is exported. We still continue to import certain types.

One of the most interesting developments in the export field is the expansion of trade in edible offal. We exported 30,000,000 lbs. in 1953; in 1954 it was 46,000,000 lbs., and in 1955 it was 70,000,000 lbs. There is an opportunity to continue this expansion.

The effect on our own domestic market is healthy and for these by-products of pork and beef, our prices are competitive with all comers.

In these products where we have already made an impact on the world market—lard, tallow, hides and skins, variety meats, special-cured meats, etc.—opportunities still exist.

There is concern in my mind and in yours as to the extent to which the government should become involved in this strictly merchandising activity?

We can see what has happened to the agricultural segments that have "been helped by government programs." We certainly don't want to give "help" to any more. Nevertheless, there are government resources that can be deployed for assisting in this export field. Let me run over those that offer the resources of the government, and which have been created primarily within the Department of Agriculture to assist in the expansion of the export market for all farm products. I might say that no sector is receiving more special attention than animal products.

The agricultural attache service has been transferred from the State Department to the Department of Agriculture. The number of agricultural attaches serving in foreign posts under this new arrangement has been increased from 50 to about 85, and we are going to expand it somewhat more. The number of foreign posts covered has been increased from 40 to 53.

We have created a special livestock division in the Foreign Agricultural Service to assist the trade in exploiting every foreign opportunity that there is. We have worked with the State Department, the Budget Bureau and many other departments that do have an interest in this problem and there is a unified support and a desire to work toward expansion of markets for animal products.

One of the limitations which I did not mention, but which has been a problem in some countries, is the availability of foreign exchange. Here our government has entered the picture and has facilitated, through sale of foreign currencies which are being used in other ways by government agencies, the sale of animal products. Thus we have made possible the sale of about 120,000,000 lbs. of lard and rather sizable quantities of beef, pork and other products. There are cases where the government is prepared to handle the foreign exchange difficulties if there are some.

Much of the trade around the world is stimulated by international trade fairs. The United States has not participated in these to any great extent. The Department of Agriculture and the foreign marketing activities have never gone into international trade fairs. During the last year we did get into this field. We participated in our first fair in Cologne, Germany. We had some meat exhibits. They were not as good as they ought to have been.

We have another trade fair coming up in London, at which we expect to place a great deal more emphasis on meats, animal products and on lard.

We are prepared to go into many countries of the world and assist in promoting animal products through trade fairs, trade centers or display rooms. These resources are available to assist private trade when it takes the initiative.

In the matter of trying to solve the foreign exchange problem, we did undertake a program of selling farm production under special conditions with regard to foreign currency. As a part of that program we have used a part of those currencies acquired for the promotion of the sale of foreign products.

Under that program about \$25,000,000 in foreign currencies is accruing in 26 countries; these funds are being used to finance the trade fairs, trade centers, market



J. A. DUPPS and R. H. Lamping of The Dupps Co., Germantown, O., (foreground), take it easy for a few minutes as conventioners mill around the exhibit booths in the background.

analyses and research groups, promotional materials, advertising, and so on.

Let me just say that I have outlined the resources that are available to your industry. They will be employed, not at the initiative of the government, but by the government to assist when private trade is ready to enter the field and has programs to carry out. Exportation of animal products is somewhat new. True, we have always exported some lard and a few other products, but not in the volume or with the intensity that we think the present situation demands.

The field is loaded with unknowns. There are many facts that we should know that we do not know.

Take a little practical problem that has grown out of the possibility of marketing lard in South America. The question is whether we should try to provide a strong lard or a bland one for use in the South American countries. Many South American people will say that when they use lard they want it to taste like lard; they want it to have the piggy taste and flavor, and that's why they put it in a different food. If they want a bland flavor they use vegetable oils that they can get cheaper.

You can see that this introduces a new problem. Our position up to this time has been that our lard has these characteristics.

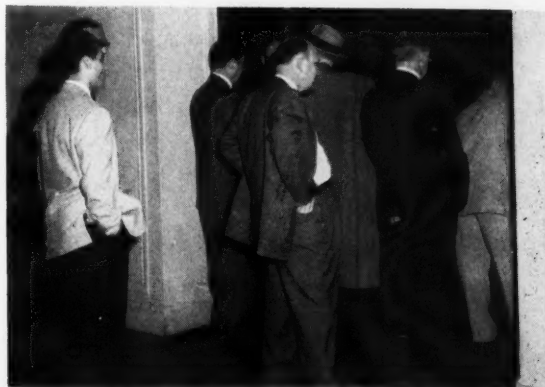
The relationship between lard prices and vegetable oil prices is such that the use of lard is being increased in shortenings and other fats. This is not happening in foreign markets. One of the reasons is the cost of transportation. It is much more economical to transport vegetable oil, which moves in bulk, than it is to transport lard in barrels.

In a great many cases when we export lard we do not get the benefit of the quality we should because other factors have a chance to adulterate our product. Therefore, you have some justification for thinking that the way to establish our lard market may lie in a tinned product. You can also argue that to be competitive the thing to do is to sell our lard so it can be merchandised in bulk.

There are still other reasons for thinking that we should work out ways of moving lard like vegetable oil, to steam it down and move it in tankers. Thus in every fat-consuming country lard would have an equal chance in the whole fats and oils market.

We have very inexpensive and very nutritious foods in our livers, hearts, lungs, tongues, etc. However, they are not in a very good form to move into a country such as Peru, where the demand for liver is greater than the demand for red meat. There they do not have refrigeration.

Should we simply sell them a liver, or, should we try to do as is done in many parts of Greece. There they take



WHAT MEETING IS THIS? Crowd gathers at door of Red Lacquer room to hear packaging discussion.

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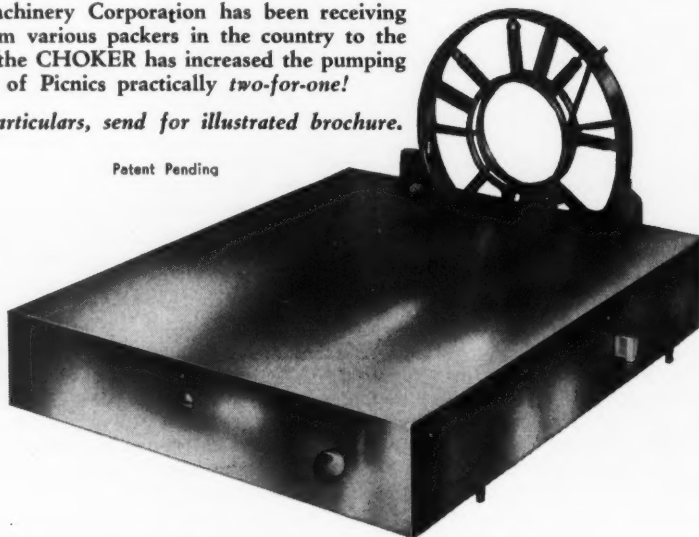
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domestic and U. S. liver and grind it up and process it and mix it with olive oil. They get a sandwich spread. This becomes a poor man's food. It is marketable. It is a cheap and good and strong food.

This whole field has not been very well explored. We know, for instance, that in South American countries many of the people have a kind of soup two or three times a day. Whatever they have gathered up for the day at that time they put in a pot and cook it and serve it to the family. We have not yet moved to the point of finding out, as standards of living improve, whether there is a meat product that can be added in small amounts to the soup.

These things may be down the road, but they may be profitable! They are things that we should investigate.

We are not yet in a position to know, in connection with this field, what is the best method of promoting meat products. Is it a trade fair? Is it a trade center? Is it a canvass? Is it a display room? Is it by a sample?

We hope to find out, however, and to make foreign market analyses much as they are made in this country. If these unknowns prevailed in the United States the industry would tackle them. There is more uncertainty in the foreign market, but I believe it deserves more attention than it has had in the past.

The market is expanding. We believe that it can be expanded further. We are hesitant to move—with government intervention—into fields that should be energized by the initiative of private trade. We hope that we can work with your people who are interested in expanding export markets.

FRED DIXON: Mr. Garnett, are there some countries with which plants which are not federally inspected can enter into foreign trade?

GARNETT: I am sorry that I cannot give you a direct answer on that. I am inclined to think that a good federal certificate is an asset in gaining foreign markets, but I would imagine, on the other hand, that there are places where non-federally-inspected meats could be marketed.

FRED DIXON: There is another angle which occurs to me. The Department of Agriculture grading service has a certification bureau which certifies products for various state and government institutions. It occurs to me that for products such as lard, variety meats, etc., this service might tie in well with the non-federally inspected plants to permit them to participate in export business.

I have had inquiries in Houston, Tex., from import and export brokers. They have, although not recently, informed me that products such as lard could be shipped to certain countries. With certification by the grading service it

might make foreign sales available to a lot more of us than we presently suspect.

CHAIRMAN AMSHOFF: I think that might be a possibility. Perhaps it is something on which we can put NIMPA to work.

GARNETT: The Meat Inspection Branch of the Department of Agriculture is very eager to be as helpful as possible. We recently tried to work out a scheme to move lard in bulk. The MIB was brought in to see if it would give the certificates. While we could export the lard, the inspection people could not give a certificate as to its edible quality, cleanliness, etc., unless it came from an inspected source and moved in prescribed boxes.

JOHN MARHOEFER: I recently made several trips to Germany and I am acquainted with the country's meat consumption. In 1950, the Germans consumed approximately 50 lbs. of meat per capita. Today, they are eating 100 lbs. of meat per capita and are constantly increasing their consumption.

Several things have taken place there that also have taken place in France and in England. In 1950 only one in a hundred German families had a home refrigerator. Something like 25 per cent of the families have them today.

Wherever you go in Germany proper, you find meat from America. They are, no doubt, getting consumption up to where we have ours. However, you must realize that they have lost more than 70 per cent of their agricultural capacity in the form of the East German zone, which used to be known as the breadbasket of Germany.

I am sure that a lot of people will eat American meat from now on, and its exportation may improve business over here.

The Germans have sent over millions of pounds of ham to us. The government has helped all the little fellows organize. If they only can hams in two-, three-, or five-case lots, they deliver them to a general warehouse where they are paid for by the government. As of the present time the German government subsidizes these exports in order to stay in this market. They are getting more for their hams over there than they get for them here, but still they are exporting them and are being subsidized by the government.

I believe with the help of NIMPA, and perhaps of the Department of Agriculture, a similar program could be worked up whereby we could ship the surplus items that we have.

DYKHUIZEN: I want to comment on Fred Dixon's thought about non-federally inspected plants being able to participate in this program. I think we have to be careful and differentiate between federal grading and federal



COMFORTABLE benches along foyer wall were popular spot for relaxation and exchange of social or business visits during the four-day convention period, part of which was unseasonably warm for Chicago in May.

inspection. However, to have federal grading a man must be federally approved. The fact that lard, or any other product can be federally graded does not mean too much, because the government grades on the specifications of the party employing the service.

However, if the federal-approved stamp were acceptable for export, I think it would go a long way in helping the little fellow. I would like to suggest, Mr. Chairman, that NIMPA check into this very carefully as one of its projects for this next year; that is, the certification of federally-approved plants who now have federal grading, to participate in export business. It does not seem logical that the Department of Agriculture should put its approval upon the merchandise as being fit for human consumption and as having been produced under certain standards, but it would not be fit to go into foreign countries where conditions are nowhere near on a par with sanitary conditions in this country.

CHAIRMAN AMSHOFF: I am certain we can hand that to John Killick and let him work on it a little bit.

DYKHUIZEN: There is the thought, too, that inspection in foreign countries on meat coming to the U. S. does not come anywhere near what we have here. They are getting away with "murder" in shipping their merchandise to this market.

CHAIRMAN AMSHOFF: I think that is true, but I don't believe we would want to see our inspection deteriorate to the level of theirs; we would rather see their inspection come up to ours.

I have been particularly impressed during this convention by the fact that NIMPA has taken some positive steps in the direction of setting up definite programs to help small packers. I speak particularly of the industrial relations library, where you can exchange your ideas and thinking on industrial relations problems; cost accounting manual, and the sales training service. I think these are definite steps in the right direction, and put us, as plant managers in the position of having something tangible that we can take hold of and use to get the job done.

I wonder what we are going to do about it — whether we are going to go back home and start using these programs and get some good out of them. I wonder whether we might stimulate some discussion and get some ideas as to how they can best be used. The people right in this room are the ones who must put these things into effect.

DYKHUIZEN: I have attended these meetings from the very inception of NIMPA. In fact, as one of the charter members, I can honestly say that I believe that this year marks a real milestone in the history of our organization.

Never before have I seen such positive action as has been taken in this organization within the last year. We can leave this meeting today with some real aids.

As an example, the manual on accounting, which will



T. H. BROECKER exchanges views with friend, while camera draws attention of other members of this foursome.

be in the hands of our members within the next 30 days, has hundreds of hours of work; it is going to be invaluable to every one of you. I do not believe there is a member of NIMPA who will want to be without the manual; even if you cannot use it in its entirety, there are points that are applicable to your business.

In our industrial relations library we have a collection of facts available now that is comparable to the library available to the labor leaders. If you go to the AFL-CIO, it has a library containing the contracts of every packer in the country. They can just reach in and pull out the favorable points of any one contract. When you start negotiating with the union representatives they will just tell you about those good points.

Now, to counteract that, NIMPA has a library of the contracts of all of its members. You can definitely tell what wage scale is being paid to workers in your area, or through the country, so you can negotiate intelligently.

The third thing is our sales training program. We have a top man in Fred Sharpe. If any of us is too small to schedule a sales meeting in our individual plant, we certainly can get a group of salesmen together and do it on a statewide basis. It is very interesting to see a clinic of this type. When a man thinks that he is a top salesman, and he gets out there and explains his method of selling, it is most interesting to see how Sharpe can dissect it, show him that he is using the wrong psychology, and is building a wall between the firm and the customer. He sets him right on the proper method.

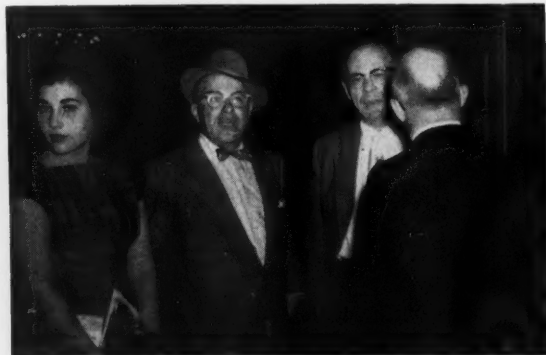
PACKER: I would like to see NIMPA go a little further in working out something in the production field.

CHAIRMAN AMSHOFF: Do you have any definite thoughts on production?

PACKER: Perhaps meetings might be held every three



EVERYBODY IS interested in convention exhibits here.



ELEVATOR WAIT is enlivened by a reunion of friends.

or six months for the purpose of exchanging ideas.

DYKHUIZEN: Of course, we have our area meetings, usually twice a year. I might just convey this thought: NIMPA as an organization must function like any business. It must have a certain amount of money to conduct its activities. This year we have gone all out in increasing our expenditures to give you the program that we have. We hope that some of it is going to more than pay for itself. As time goes on, various other activities can be added. To achieve these three things in one year, however, is a mighty big step, and I would be just a little patient in trying to go too far all at once.

CHAIRMAN AMSHOFF: I think the idea is good. I feel certain that in time something will be worked out along those lines. In the meantime, I think if you would make the best use of your regional meetings and iron out some of these problems among packers in a particular area, you probably could get some help.

JOHN KILLICK: I would like to say that this is the very type of thing we are looking for in Washington: specific suggestions on what we can do. We are sitting down there working in a vacuum. We are not packing-house people. All we can possibly do is try to find out from you what you lack and what you want us to provide. If you tell us, we will try hard to give it to you.

The suggestion of using the regional meetings is an excellent one. If you will give me a pretty good idea of what you have in mind, we will try to schedule that subject for the central regional meeting.

I might say, also, that we are not resting on our oars. At this very board meeting we presented plans looking to the future. We are now trying to plan to give you help in merchandising and store promotion. We are also looking into a pension plan that might be applicable to the group. Both of these complex matters are under study by committees. We hope, by the next time we see you, that we will have some specific recommendations on these plans.

CHAIRMAN AMSHOFF: I think John Killick has done a marvelous job. He writes a most interesting bulletin. I have nothing but admiration for him because he certainly must have been working to find out as much as he has. We can help him a great deal. If you find something about his bulletins or his meetings that you like or dislike, sit down and drop him a note. John does listen. He likes to know what is going on. He likes to know what you want. I am certain he and his entire staff in Washington will give you just everything they know how to give you.

MARHOEFER: The question, simple as it seems, that this gentleman brought up about manufacturing, is, I believe, one of the most important things that faces all of us.



NIMPA MEMBERS here take time out for a smoke, to catch up on news as reported by the *Chicago Tribune* or generally take it easy.



THE LINE FORMS to the left during busy registration hours as packers and suppliers arrive early Saturday morning.

The most important ingredient today in what we produce is labor. Your payroll is important. I believe that payrollitis has killed more packers than any other disease. Unless we have a group of men within our own organization who will help those who do not know how to help themselves, our industry is going to have fewer and fewer small packers.

My son came into business with me some 12 or 15 months ago. We decided to go out and see what other people were doing.

I stopped at the plant of one of the large meat packers and found that he was accomplishing with two men in one particular operation, what I needed seven to do in my own plant. He is killing 600 hogs per hour, and has two men doing the job that it takes seven to do in my plant for a kill of 300 per hour.

That situation exists in regard to many operations in many plants. I think that the suggestion is an excellent one, and I would recommend that NIMPA create a manufacturers' help panel, whereby we could send people to other plants, or answer their questions as to the best way of doing a certain job. Packaging, for instance, has become a very important factor in our business. Many small packers do not know how to go at it; and thus, of course, the big fellow gets all the business and the small fellow gets "children."

I bought six machines at \$5,600 apiece, only to sell them a year later at \$1,000 apiece, because I had made a mistake in buying the wrong machine.

We had ordered a machine for \$8,000; and the installation was to cost \$24,000. Luckily another packer told us, "We do it this way." We went down and looked at his installation, and my son said, "Dad, he does it faster than the people who recommend doing it with the machine we are considering."

Such things are of the utmost importance to all of us. A group of men from the industry who were not selfish, and who knew that helping the small fellow does good for everyone, could do a tremendous job in helping the industry as a whole.

CHAIRMAN AMSHOFF: I am certain that your statements point up the real need and the real good in exchanging ideas.

As I said, I feel that the people in this room are the ones who will either put these things into effect, or just take them and drop them into a desk drawer. I have an idea that if every member took each of these programs and held a panel discussion in his own plant, he would learn a lot more about each of the programs than we now know. I feel that if you did that in your own plants, with the cost accounting manual, or the industrial relations library service, you would find many uses for them in your firm.

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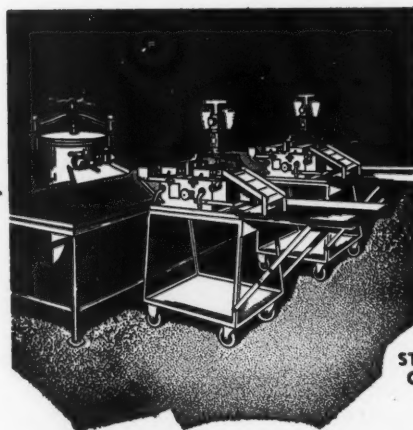
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NMMPA Frozen Meats Clinic



CHAIRMAN OF frozen meats panel, John O. Vaughn, Oklahoma Packing Co., Oklahoma City, Okla., listens to question from floor during question and answer period. Seated at table are (l. to r.) Ray F. Johnson, Lubbock Packing Co., Lubbock, Tex.; Carl H. Pieper, Oswald & Hess, Inc., Pittsburgh, Pa., and N. L. Chaplicki, The National Tea Co., Chicago.

Speedy or Slow, Frozen Meats are On the Way

REPORTS on their experience in the frozen meats field by John O. Vaughn, Oklahoma Packing Co., Ray F. Johnson of Lubbock Packing Co. and N. L. Chaplicki of National Tea Company touched off a discussion by frozen meats panel members, and from the floor, on many aspects of producing and selling meat products in this non-perishable form. Costs, margins and distribution were examined.

The frozen meats clinic was held on the afternoon of May 14; the panel was headed by Vaughn and the members included Chaplicki, Johnson, Sol Merdinger of Siegel-Weller Packing Co. and Carl H. Pieper of Oswald & Hess, Inc.

Discussion was led off by the chairman of the panel. **CHAIRMAN JOHN O. VAUGHN**, Oklahoma Packing Co., Oklahoma City: A year ago when I was here I told a little about our frozen meat operation. At that time we had one or two items. We were working on the others. Today, we have 14 retail items and also some institutional items. Therefore, I would start out by explaining to you how we went into this frozen meat business.

Our firm is Oklahoma Pride Frozen Meats. We started small. We started with beefsteaks and worked on them for about six months. Then we started adding items. We went into the frozen meat business for \$6,100. It sounds unbelievable. We are small. We want to go small, and that is what it cost us—wrappers, boxes, sharp freezers and all.

You can do it. Some firms go in on \$50,000, and some on \$100,000. It cost us \$6,100 to get started. The main reason we went into frozen meats is that competition brought us into it. We were selling to people who were taking our meat, processing it in frozen form, and putting it in grocery stores and selling it. Therefore, we were losing our identification as far as brands were concerned in the grocery department, in which most of our frozen product goes.

In addition to the profit motive, we wanted to keep our name before the public at that time. We were in lunch meats, and we preferred to go into the frozen, first. That is how we started. We started small and are still small.

We have been in it for two years. Last month was the biggest month we have had in volume in frozen meat since I have been in it. I am not satisfied with it, naturally. I would like to see it bigger. I am sure it is going to get bigger.

There are two things I would like to stress. First, freshness in frozen meat is a must. Second, quality, just as in anything else, is a must. What quality means depends on the housewife. If she considers an item to be a quality product, and it eats good, that is quality. It is not what I think quality is that matters; it is what she thinks because, after all, she pays for it. I make it, and I sell it.

Some people will say frozen meat is no good, but in

my opinion, if it is good fresh meat and it is blast frozen quickly, and the housewife takes it home and her family is happy with it, and it has plenty of protein, which we know lean meat does have, it is quality.

Which is our best seller? In some localities the breaded veal cutlet sells the best. In another locality, the beef-steak sells the best. In still others, it is the ham steak. So you cannot tell what will sell the best if you don't make your salesmen sell your whole line. We handle through distributors plus our own salesmen.

We also have started a frozen food wagon of our own, more or less a delivery type salesman in the city, where he serves the retail trade in most cases. Some of them do not allow him to put it in the case. He puts it in the store, in the back. It has worked very well. A sale is not completed merely by putting frozen meat in the grocery store because, after all, frozen food cases are short. The retailers will tell you that is the hardest thing yet, getting into the frozen case. When we went into the meat packing business ten years ago, we had the same problem, getting the first sale in any store. We are just going through that again in the frozen food industry. We are getting into stores but not all of them. There are some mighty fine customers we still have to get, and we are working on it.

CARL H. PIEPER, Oswald & Hess, Inc., Pittsburgh: We have been, in another company, in the frozen food business since about 1945, but like anything else that you get started, it rolls along and you kind of look at the big picture in your other operation and let the smaller venture slide. We have been the type of people who have been letting our frozen food operation slide a little bit. We are, however, beginning to wake up to the fact that we are missing something. We have looked around our end of the country and have seen a lot of people doing things in this frozen food business that perhaps we should have done ourselves.

By and large, in the eastern end of the country the frozen food business is definitely dominated by the specialists in it. In other words, as far as the volume of frozen meat sold is concerned, it is the specialist rather than the packer who has the volume. Perhaps that is the packing industry's own fault.

We also see the industry starting to wake up. I think you can tell that by noting who is doing the promotional work, who is doing the advertising work in it, some of them on a nationwide basis.

There is a lot of room for improvement in the packaging and processing of frozen meats. We have seen products on the market, a very full line of fresh meats, various cuts, which do not have the appeal that they should have for the customer.

I refer specifically to the beef items. They do get black. One fellow whom I know, and you perhaps know, is already

changing the entire packaging of his product in order to try to overcome that. We do not think anybody that we have seen yet has the full answer to that.

We feel that the proper place for frozen meats is for the packer, himself, to do it rather than let the specialist do it. Fundamentally, we believe that is true because it costs the consumer a little less in the long run if the packer does it, and we do not think it should cost the consumer more than is really necessary.

RAY F. JOHNSON, Lubbock Packing Co., Lubbock, Tex.: A couple of years ago we woke up to the fact that we were not selling our brains, our sweetbreads, and our calf livers at a profitable margin. Not only were we not selling them at a profitable margin, but the retailer was not receiving the full value from the product after it reached the retail level.

In view of the fact that merchandising ideas have been rapidly changing, and through the help of a packinghouse and retail magazines that came to us, I conceived the idea of prepackaging frozen calf livers, pork livers, sweetbreads and brains. With these four items we developed and started in a small way.

The success was outstanding. We, at least, believed that the housewife would not think of a frozen brain as an attractive item for purchase. Therefore, we designed an over-wrap package. We added suggested servings on the package. We did some small advertising on this item, and it received the needed acceptance.

Today we are not going to the tank with any brains or sweetbreads. We are selling them all at a good margin of profit.

The outstanding thing about this to me is the acceptance by the retailer as well as the housewife. We feel that in time to come prepackaging of offal, frozen meats of all kinds, will be the salvation of the packer. I believe this so strongly that I think your individual carton will carry your identity not only to the retailer level but to the housewife. I believe it will be just as it is with the sliced lunch meat program. There is nothing that carries more identity than the package itself to the housewife. For this reason I feel that the field is wide open, and it certainly will help the industry.

If you will look around in your own immediate vicinity, I think you will find you have a ready market for these frozen offal items, as well as the other meat items.

Prepackaged frozen meats are something you cannot discuss without getting into the subject of merchandising. They go hand in hand. You cannot put frozen meats on the market and just say, "I hope they will sell." You will have to put something behind them. You have to have follow-ups, and you have to see that your position is maintained and your product is properly cared for, because in merchandising frozen offal items it is absolutely necessary that they carry the proper temperature at all times.

In our section of the country the major packers are getting more and more every day into frozen offal and frozen meat items. I am glad to see that they are doing it because I think it is a lead in the right direction, and I think it will eventually go to the smaller packer. Packer identification is a must for everyone because it takes a product out of the just "ordinary" class category.

N. L. CHAPLICKI, National Tea Co., Chicago: Many of you will remember the first attempt at packaging and selling a complete line of frozen meat in 1929-1930. This was before we had the type of wrapping materials or protective materials we have today. It was also before we had adequate low temperature transportation and before we had adequate low temperature boxes or display cases. In fact, many retail markets were still using ice for refrigeration.

We all know frozen packaged meats were a failure dur-

ing this time, due, we believe, to three principal things, among others: 1) Inadequate low temperature facilities; 2) Lack of protective wrapping materials, and 3) Higher retail cost than for comparable fresh cuts.

Regardless of the fact that this was a drastic change in meat distribution, the largest packer spent millions of dollars backing its belief that Mrs. Housewife would buy pre-cut, packaged frozen meat for immediate use, as well as for freezer storage in those few freezers then in existence. One Indianapolis firm bankrupted itself during its attempt to package and freeze meat and furnish retailers with a low temperature holding box. Another firm packaged and froze thousands of pounds of meat as late as 1935, and it was sold throughout the United States under the Birdseye label. Even at that time, the top management of these firms believed it was the trend, and wanted to be "first."

I wonder how many of you know that retailers were forced into handling frozen fish fillets because of a strike at the Boston fish pier in about 1931. This strike shut off the supply of fresh fillets and the frozen product had to be substituted. Consumers found little or no difference in taste; in fact, many thought the frozen product better. Retailers found frozen fillets much easier to handle, less expensive and less perishable. Obviously, the transition had been made, and we just never went back to the fresh product.

Today only a small percentage of the total tonnage of poultry is sold fresh, with the exception of frying chickens. Almost overnight, Mrs. Housewife wanted to buy her eviscerated frozen turkey in prepackaged form. Why? We believe there are several reasons, among them: 1) Good flavor and keeping quality; 2) Comparable costs; 3) Attractive packaging, and 4) Brand name reliability.

Today, unlike the early '30's, according to the Freezer Institute, there are 7,700,000 home freezers in use. Assuming about four persons to a family, this means about 30,000,000 people (or almost one-fifth of our total population) now live in homes where a home freezer is in use. Some 1,204,000 home freezers were sold during 1955, of which 75 per cent were purchased by urban residents and 25 per cent by rural residents. This trend from rural to urban purchasers has been in evidence since 1950.

Also, now there are low temperature display cases and holding boxes in retail stores, low temperature transportation facilities and warehouse storage rooms. New protective wrapping or coating materials of many kinds are now in use, and we believe even newer and better low cost wrapping or coating materials will make their appearance shortly.

Increasingly, housewives in the United States and in many other sections of the world are already familiar with frozen meats and their preparation, due in great part to the use of frozen meat by the U. S. armed forces and allies during World War II.

We believe that packaging should be done at the packer level for various reasons, among them:

1. Lower transportation cost, by eliminating the transportation of unsalable meat which becomes waste at store level in cutting and packaging.
2. Lower preparation cost; approximately two-thirds of present market operating costs are wages.
3. Impossibility of positive production quotas at store level.
4. Impossibility of equipping or using automation at full capacity at store level.
5. At store level it is impossible to take advantage of speed through positive production schedules comparable with other industries, in and out of food processing. Let me cite some examples:

Do you know that the chicken, beef and turkey pot pies sold in your stores are wrapped at speeds of 180-240 per

minute; that a machine making these pies manned by approximately ten people forming four pies at a time, can make up to 30,000 pies, package, wrap, and put them into the freezer in eight hours?

Do you know that the board trays used in many self-service markets are made so fast the human eye cannot count them, and that only one worker is needed to place the finished trays in paper bags 125 at a time, automatically counted?

Do you know that ice cream is being packaged in pint containers and frozen at the rate of 180 pints a minute, with the machines requiring only two workers?

Do you know that breweries fill and seal beer cans at the rate of 1,000 cans per minute?

At store level, using the fastest method available at this time, our best result has been 27-30 packages per minute. At store level, hourly meat wage cost is higher than packing plant hourly cost. At store level, little or no production control or material control is or can be practiced successfully.

CHAIRMAN VAUGHN: Mr. Chaplicki has brought something to our attention that we in the meat business have always said could not be done. He has to take a carcass of beef, break it down, and cut it up. I, for one, believe we will come to some of the automation to which he has just referred. We are all competing for the same dollar, and when consumers get full of chicken they do not want any beef or pork. We in the meat packing industry are waiting and looking for our suppliers, and they are doing a good job of bringing us up to date, but at the same time we are far behind. We are going to have to become a team and work together to get this done.

There are a couple of points that I want to bring up in connection with this frozen food operation.

When we set up a 40-hour work week, or 48-hour work week, that is what we work. We do not have 42 hours. If we want a 40-hour week, we make so much frozen food. We have never shorted an order yet in the frozen food business. During Christmas, when business is slack in the packinghouse, the frozen food department keeps operating. When sales start picking up this year, we are still using our stock that we put up a month ago. When we are short of meat for the frozen food department, we do not have to make it, for the simple reason that these cattle are getting, as they are right now, a little higher. We have 1,000 dozen beefsteaks that we are going to sell out of those which we put up last month. Therefore, our price has been the same as that which covered the beefsteaks previously. We have never changed our price.

I am not at all satisfied with the profit that we make, but I will say this: I am much more satisfied with the frozen meat profit than I am with the fresh meat profit.

We are working on more automation to cut our cost, but still there is one other thing to consider. You do need, in my opinion, an advertising allowance set up in your cost on frozen meat. In many cases the frozen meat goes through the grocery department where you are competing with canned goods, cereals, etc., and they all have an advertising allowance that is given these stores. Therefore, that is included in our cost.

We have an advertising allowance of 10c a case on every one of our frozen food products. If the merchant wants to show proof of advertising, we will pay it; otherwise, we do not.

We are freezing our product at 40° below zero, with a blast freezer which has been hand made. We could not find one small enough so we had one hand made. It holds 1,200 packages, and we can freeze them in two hours. Therefore, working on a 24-hour shift (which we are not right now but can), we will manage with what we have before asking for larger equipment.

Our overhead has shot up tremendously in the fresh meat department when our orders vary so much, but that is not true in frozen food. We get any size order from one case to 100 cases, and we merely draw it from cold storage and fill that order. It is smoothly done, with no extra overhead. It is done very quickly.

Are there any questions anyone has about the frozen meat business?

PACKER: Vaughn, how do you sell your frozen meat products? Do your salesmen who sell the fresh meat also sell the frozen meat? Or do you have separate salesmen for frozen meats?

CHAIRMAN VAUGHN: We have Oklahoma Pride Frozen Meat Corp. and Oklahoma Packing Co. We have some salesmen working for Oklahoma Pride Frozen Meat Corp. In our country areas we use Oklahoma Packing Co. for frozen meat sales. In Oklahoma City, which has a population of 300,000, I have one man who services all of the independent stores right from a freezer truck.

We have a distributor in Tulsa, which is located 125 miles from Oklahoma City, the Glenciffe Ice Cream Co. That firm sells frozen meats in Tulsa and, by the way, is doing a better job of it than we are in many cases. This meat situation is wide open for any frozen food operator to sell meat for you. We are working on another dairy at Ardmore that is going to sell and distribute our frozen foods in the southern part of the state.

We sell our product in three ways: 1) To distributors; we consider Oklahoma Packing Co. as a distributor in the country with its salesmen selling the frozen meats; 2) In the city we sell through Oklahoma Pride Frozen Food Corp. direct; and 3) we have outside distributors in any area in the state that our own salesmen do not make.

PIEPER: You do not duplicate in any one area?

CHAIRMAN VAUGHN: Yes, sir. We duplicate where the customer says, "I don't want to trade with such a distributor. I won't buy a thing from him." Therefore, we sell him at the same price as the distributor is selling. We have a structural price setup, and it is the same whether he buys through the distributor or through us. Our chain stores in Oklahoma have their own frozen food warehouses so we sell direct to them anywhere in the state.

PACKER: Would you care to say what kind of a margin you allow for these distributors? That is quite a question down in the southern part of the country. Some want one thing; some want another. I thought perhaps you would tell us.

CHAIRMAN VAUGHN: Distributors are like meat men. There are no two of them who claim their overhead to be the same, and they need a cost accounting manual the same as we do. I mean that seriously, because, like Mr. Chaplicki here, I have read a number of articles. I have read where he has indicated that we cannot operate distributorwise on too high a markup on frozen meat, as they do on pot pies, etc. Isn't that right?

CHAPLICKI: That's right.

CHAIRMAN VAUGHN: That is because the dollar volume is much higher in the meat industry. Now, to go back to the question, we have distributors who are operating from 8 to 16 per cent. I know what you are after—how I work that out to come out with the same price. Is that right?

PACKER: Right!

CHAIRMAN VAUGHN: These buying co-ops are some of my distributors because they service. We have one that services 179 stores. I cannot control what he charges his stores because he sets it up. I do not know, truthfully, what he charges. But on buying co-op stores like that, it doesn't bother me because really I can't sell them anyway unless it goes through the co-op.

As for the definite frozen food distributor, selling the

public, most of them need, so they tell me, 8 to 12 per cent, depending on how big a store buying problem they are dealing with in terms of volume. We have it set up, roughly, on 8 to 12 per cent; the small distributor, serving small stores, marks up 12 per cent; the larger distributor, servicing larger stores, marks it up approximately 8 per cent.

They, in turn, sell differently. They sell drop shipment. They sell off the frozen food truck. I mean the truck that services the store with one case, two cases, or whatever they need. So that makes the difference in what they charge him. Did I answer your question when I said 8 to 12 per cent?

PACKER: What brought that up is I was talking to a man in a store in Pensacola, Fla. This man claimed he would take 20 to 30 per cent markup over the price paid the packer when he would sell it around to the stores. When you start getting markup like that, the price would get so high the product would not move.

CHAIRMAN VAUGHN: In my estimation, he is entirely too high on his markup. Don't you think so, Mr. Chaplicki? What is the average you know about?

CHAPLICKI: You are right. There are some frozen food distributors in areas that are very high-priced. There are not many of them. But even the low-priced frozen food distributor around the country today would have a low of about 4 per cent, and I know of very few of them higher than 14. Most of them like to run between 4 and 8 per cent. That certainly is plenty of markup. Not only our own operation but other chains and other independents, co-ops, deliver to their stores for somewhere between 2½ and 3½ per cent. So, you know that any independent who is forced to pay 14 per cent, plus, is not going to be in business very long, and he will not be able to continue to pay a frozen food distributor margins of that kind.

PACKER: What type of transportation do you use for delivery from your freezer to your stores in your various types of operation?

CHAIRMAN VAUGHN: We use three different types of delivery. For the country, having loaded the night before for the next day's delivery, we place the frozen meat right in the truck, right up next to the cooler. We use cold brine plates. The box that we pack meat in is a very heavy corrugated box; it has a little air space around it, and it is a frozen food box. With our box and our over-wrap we do not get any serious moisture condensation coming in on the package as long as we keep it in this truck and deliver it within 24 hours. That is strictly for far outlying areas in the country where we make deliveries once a week.

In town, we have this frozen food truck with zero temperature and we deliver right out of it.

The distributors do it two or three ways, as I am doing, perhaps using some refrigerated trucks. Some of them just drop it off from a grocery truck, which I do not agree is a good way, but they are doing a lot of business that way with chicken pot pies and a lot of this other material.

One reason that I entered the frozen meat business is that there is a better margin of profit in it, more consistent than in the fresh meat business. I do not say we are overcharging people, but we are giving them service. The housewife wants convenience.

Bakers took crackers out of the barrel a long time ago and put them into little packages, and the housewives are buying them. We are going to have to take meat out of the side of the beef and do the same thing with it. We are not selling any of our frozen meat by the pound. I am speaking about these prepackaged items. When you get into the pre-cut meats, which we are considering, that is something else. But to be truthful, I believe in doing

a better job on what I am doing right now on these frozen food items before I get into pre-cuts, because this thing is going to get big.

The retailer will tell you that he has not any case room, but you can bet your life that these boys in the retail business have competition just the same as we have it. When this housewife comes in and says, "I want Lover's Lane products," brother, you are going to see that she gets Lover's Lane products, and that retailer is going to have to get a case to put it in there. That goes for anybody's brand which is really pushed in an area.

WILBUR LA ROE, NIMPA general counsel: What percentage of your total volume is in frozen meat now?

CHAIRMAN VAUGHN: We set up this new corporation for handling the frozen meat, Mr. La Roe.

LA ROE: I mean, if you take the gross of both companies, has the one gotten ahead of the other?

CHAIRMAN VAUGHN: Our frozen food corporation, of course, is not doing the volume that our other company is, but I will put it this way: The frozen food corporation is growing about ten times faster than the other one. There is definitely a good growth in the frozen business, plus the fact that there is some consistent profit in it. When I sell a dozen beefsteaks, I know exactly how much money I make. I repeat, exactly! I do not have to figure any shrinkage; I do not have meat getting old so that the grader will not grade it. I have a sale, a satisfied customer, a little money in my pocket. Our frozen food company is growing by leaps and bounds now, if we do not slip up in some way.

PACKER: Would it be too much of a disadvantage to start with a standard package which you would use with a block, you know, an empty space in it, and stamp your different products into it?

CHAIRMAN VAUGHN: That is the way mine is made. I have one plate for all 12 items.

PACKER: You have one plate, but you do have your packages printed?

CHAIRMAN VAUGHN: Yes, sir, but it is the same plate that prints them all, outside of where the material says "ham steaks; beef steaks," or whatever it is, and the slug is changed to fit that.

PACKER: Are they hand-stamped at the plant?

CHAIRMAN VAUGHN: You could do that very easily.

PACKER: Do you think it would be too much of a disadvantage from the merchandising standpoint?

CHAIRMAN VAUGHN: Not if you do a good job of stamping it. If you let them "throw" the stamp at it, you can do something that will be perhaps undesirable, but you can very definitely, if you start out small, hand stamp it and do a good job.

PACKER: I have had the pleasure of hearing Mr. Chaplicki on such panels as this before, and he has an estimate that he gave not too long ago of the percentage of frozen meat that would be sold within the next few years. I wonder if he would talk just a little bit about that. I would like to have him impress on our group the importance of this business we are talking about.

CHAPLICKI: I said last fall that I thought we would sell 30 to 35 per cent of our total retail meats in frozen condition within three years, and 50 per cent in five years.

I am not too far wrong on the estimated time, and also the tonnage. Even the most conservative men on our panel that morning, before our session, thought we could do 15 per cent. Some of them did not say that after they got to the session and sat down at the table, but that was the lowest that was mentioned at our breakfast.

LA ROE: Do your figures relate to your company or to the industry?

CHAPLICKI: I am talking primarily of the industry

as a whole, provided the packers put out the right quality package and sell the product at a price comparable to fresh meat, which I believe will be done.

The Toledo Scale Co. has made a survey of the top executives in 58 retail food chain companies. Here are some of their conclusions:

"By 1956, 4 per cent of all meat in the retail meat markets will be sold frozen. By 1957, the figure will be 7.77 per cent; and by 1958, the figure will be 11.41."

It seems to me that was the year for which I estimated 30 to 35 per cent. Now, even the most conservative are talking in terms of 11.41.

For 1959 the figure is 16.23, and for 1960, 21.86 per cent.

During 1955, those surveyed believed that only 3 per cent of the total retail meats would be sold in a frozen state. I can tell you that in the stores that the National Tea Co. operates, and we must have the Swift line in almost 60 of them at the present time, frozen meats will average more than 5 per cent. I know many other chains and independent retailers handling the line are doing just as well if not better. In one store of our group that is equipped with 24 lineal feet of low-temperature cases, we have reached well over 12 per cent of our total meat sales in frozen condition.

There is another answer that I think is very significant. The question was: "Will the housewife purchase prepackaged frozen meat that she cannot see?" The answer, "Yes," was given by 64.71 per cent. Nearly 65 per cent of the men questioned said she would buy frozen packaged meat that she could not see; only 12 per cent answered, "No."

CHRIS E. FINKBEINER, NIMPA president: Will you discuss the fresh meat program a little bit, Mr. Chaplicki?

CHAIRMAN VAUGHN: What I think Chris is thinking about is do you think this red meat is going to be down the line put up with the bone in it, or with the bone out? How much of a trim will it have? Will it be a closer trim than you people in the retail business trim it now?

CHAPLICKI: In my opening talk I said that in all retail meat markets, two-thirds of the total cost of operation went for meat help, meat manager and the other meat personnel. It is logical to believe there is only one place that the retail meat markets can lower their cost of operating, and that is to eliminate the high-priced market managers and high-priced journeyman meat cutters, and other high-priced meat personnel.

We cannot do that until we get into more prepackaged meat. The prepackaged meat trend, in our opinion, is that the packaging will diminish at retail. It will pick up at packer level; and some place along the line there will be a place at which the retail store can eliminate part of this high-priced meat help as we know it today. In other words, I think that more preparation will be done at packing-house levels and less will be done at store levels.

In order to do this, we believe that the meat must be not only cut and packaged, but, in order to keep it from spoiling, in order to help us on a low-cost distribution, it must be frozen. I think everybody has read a lot about irradiation of meat. I believe almost all of you should have had the booklet on this, which is available through the Atomic Energy Commission, Washington, D. C. It certainly enlightens all of us on what we are talking about when we discuss irradiated meat. The most they can do with the high-priced operation at the present time, according to this article, is that they can prolong the freshness of fresh meat for approximately four days, and irradiation and freezing must join hands to do the job.

The meat of the future will be packaged. It will be frozen. The bulk will still be sold at retail levels, picked up by Mrs. Consumer in her stores, with a choice just like she is doing it today.

PACKER: I wanted to ask a question of Mr. Chaplicki, as to the markup on his frozen meat at the retail level versus the markup on the fresh meat?

CHAPLICKI: The markup on frozen meat versus fresh meat, at the present time, is almost even. I think on our packaged meat, the entire Swift line, the markup is about 20 per cent; and the fresh meat is running about the same amount. But we believe that the markups on frozen meat at 20 per cent are too high, and we are making efforts at the present time to lower them. In fact, we are operating under 20 per cent at the present time.

CHAIRMAN VAUGHN: In other words, you would prefer to take a little lower markup on frozen meat if you had the supply, and a good supply, than you would on fresh red meat?

CHAPLICKI: Yes. The trend in retail stores is that the markup is down where we do not have the high cost labor to add to preparation. For instance, I would imagine 10 per cent markup would be high on an item like chicken pot pies today in the grocery store. I believe that 20 or 22 per cent on frozen food might be right up there, as high as the retailer can get today. It is true in sausage and everything else that has been prepackaged, as it is done for the retailer at packer level, the retailer's markups must go down, and they will.

CHAIRMAN VAUGHN: I think that is a keynote right there, and a very good selling point for any of you gentlemen going into the frozen meat business. When you go to the retailer, and he says, "Well, I haven't any room," and he has six, seven, eight or ten different kinds of pot pies, point out that where he is getting about 10 per cent markup on a 19c item, you can give him a 21 per cent markup on a 59c or 63c or 65c retail seller. That is one of the greatest talking points your salesmen have.

Salesmen say, "We just can't get into that frozen food case. He has it full." If you will get hold of the owner or the manager who is interested in his profits, and show him true facts like that, he will give you a little "air." He will make a little room. That is what it is going to take to really do a bang-up job on your frozen meat.

There is one thing that I think has been overlooked a little in the profit angle, and that is this offal item. Ray Johnson has a very efficient operation on this offal deal, and the way we do our brains, and our calves livers, is to clean them thoroughly. Product is ready for the skillet of the most choosy customer, and she will like it as she gets it from us. It is hand-cleaned, and that costs money. She has a neat package. When she opens it and takes it out in her home, it is encased in a small polyethylene bag. She does not have to touch the brains or the liver, or anything else. She just opens up the polyethylene bag and pours the contents onto the skillet.

The recipe is on the bag, and with all of those conveniences the housewife has supper ready in about seven minutes. We advertise a seven-minute meat course. These people who are busy going downtown shopping, or playing bridge, can beat you home and prepare supper. The housewife can buy on Monday, Tuesday, or Wednesday, her meat for the whole week, and not have to go in on Friday and Saturday and be shoved and pushed and get run over with a cart.

We have to go into the meat business, in my opinion, to make it more convenient for our customer, not for us, but for the customer. Then, if it becomes convenient for us, too, well and good.

PACKER: The gentleman from the National Tea Co. was talking about the expensive nature of preparing meats for the store level. After he gets a large volume of business on his frozen meats, won't he start preparing them at the warehouse level?

CHAPLICKI: I remember very well that question was

asked us about nine years ago on slicing and packaging sausage. I don't believe it has happened in nine years, other than by one company. That company has switched and is doing the job of slicing and packaging the product in its own warehouses. There might be others.

No, I would say the only way that large companies, including our own, would want to do that job would be if the small packer, as well as the large packer, were to fall down on the job.

I know of a lot of packers that have fallen down on the job of slicing and packaging sausage in the last two years, and, if they do not get on the beam as to the cost and what constitutes cost, I am afraid there will be a lot of others going into slicing and packaging sausage themselves, in a central warehouse or central store operation.

We have too many follow-the-leaders of one high-priced sausage company in these United States, and everybody tries to mimic that firm. If these imitators are not careful, they are going to put themselves out of the sliced sausage business in some areas.

CHAIRMAN VAUGHN: We do have to watch our costs. I am sure we feel as though retailers are on one side on the fence and we are on the other, but actually we are both on the same side of the fence. We are just not getting together, and we are going to have to work on it.

Here is another thing I like about the frozen business. The girls are all wanting vacations in July and August, with business picking up. That's fine, we let them go; let them pick their week. We speed production up the week before they leave; we slow it down the week they are gone. We fill our orders. We have the lowest percentage markup that is consistent in the frozen meat business in our state.

PACKER: On that 40-below-zero figure, is it imperative that it has to be -40°, or will -20 or -30 do it? Does it take -40° to put the bloom on the product?

CHAIRMAN VAUGHN: I think that, at least until you get down to 70° below zero, the lower temperature that you can use, the quicker you will freeze the meat, and the more natural juices, the more of everything that it originally had in it, will stay in the meat. In addition it does produce better color the quicker you can freeze it.

CHAPLICKI: This handling of packaged frozen meat is no different than it was from the very first freezing, when we put merchandise into a freezer merely to keep from throwing it away. We had to protect it even then. But with high-priced meat, in small packages, I think this in the future is going to take more protection than we have at the present time.

I don't think cellophane wrap is sufficient to protect this meat in the freezer, or protect it in the home freezer, or protect it in the retail freezer. I think we are going to have to get something better.

We have, at present, Cryovac, which is probably one of the good packages. We have a very successful plastic waxing, a dip coating. It is in operation and has been in operation in Warren, O., for something like 14 months and is doing a pretty good job. We will have other films. We will have other dips that will make their appearance and probably will be better.

We believe, and a lot of other people in the meat business believe, that the thing that will make frozen packaged meat will be the first coating or covering of the meat. We know that in order to retain color the meat should be frozen first or given a partial freezing first. We know that you can freeze meat at zero. You can freeze meat at 5° below, 10° below and 40° below. I think some of the large packers are getting ready for 60° below.

We know that 40° below zero freezing is much better than 20° below zero freezing. It is faster, more instant; you do retain color, flavor, and also reduce shrinkage.

CHAIRMAN VAUGHN: How many people in the audience are in the frozen food business? (Seven packers held up their hands.)

PACKER: One of the important facts in selling frozen meat is that you get away from selling it by the pound. You can sell by the portion.

CHAIRMAN VAUGHN: That is a fact. The cracker people, the cereal people, are involved and we are the only people I know of that are dealing with the housewife in buying by the pound. Is there anything wrong with merchandising like that, Mr. Chaplicki?

CHAPLICKI: There isn't anything wrong with merchandising a product by the unit. The only thing is that as we get into more frozen meat, our state laws are going to clamp down on us and say, "Well, you'll have to live up to the laws on the books," which simply means that we are going to have to state the ounces in the package, the retail price per pound, also the price of this package.

CHAIRMAN VAUGHN: Are the cereal people or any of our competitors having to quote per pound?

CHAPLICKI: No, but this is meat business. We happen to be different, and our state laws are for meat. They do not hesitate a minute telling you that. The only way we can change it is to change the laws as they are now written in some of our states.

CHAIRMAN VAUGHN: Let me ask you a question. Suppose a housewife comes into one of these stores and she buys lettuce, meat, or whatever it might be, and there are four in her family. Isn't it true that she generally buys by the size of the roast or whatever will serve her family? She buys enough for four people? Does she ask her butcher in self-service, "How much does that roast weigh?"

CHAPLICKI: We do list the weight in most cases.

CHAIRMAN VAUGHN: I know you list it, but is that her principal thought when she comes in there?

CHAPLICKI: No. I will answer the way you want me to, that she prefers pieces and numbers, because I believe it. As we got into more self-service meat, our sales increased because Mrs. Consumer, as she purchased meat, counted pieces and knew the meat was going to cost 85 or 90c. She no longer had to go to the meat department and say, "I want four or five pork chops," when she didn't quite know how much they were going to cost. There had been some embarrassing moments when she had to say, "Well I think three will be enough," because she didn't have the money. All those things ceased to exist in self-service, because she picks the size package and the number of pieces and that gives her the answer to how much money she can spend.

CHAIRMAN VAUGHN: That is one of the things we meat people have to recognize. I know it is difficult to do when somebody calls you up and wants to know how much pork chops are a pound that morning. We have to think in terms of what our retailers are doing, and more or less join them and go along with them, because they want to do more business and so do we.

PACKER: Going to the question of weights on boxes, on the retail box, of course, you have to have your weight, that the federal government expects from you. In order to allow for shrinkage, you should make your weights just a little bit less. Say you have an 8-oz. package, mark it 7-3/4 oz. You are selling an 8-oz. package, but you mark it less so you do not run into weights and measures trouble. You have your institutional package; you sell that by the piece but you mark the full weight on the package.

CHAIRMAN VAUGHN: That institutional deal is another item that we, as meat packers, can get into a lot more in selling economically to institutions, frozen rather than fresh meat.

PACKER: I do not mean to dampen the ardor of this meeting, but I think before some of you gentlemen

rush out and scare up \$6,100, and start in the business, I should give you an idea of what you might run into. If you are going to get the economies of the kind of production that National Tea Co. would want, and that you will have to get if you want to stay in business, then if you think you can go out and start for \$6,000 or \$61,000, you had better think again.

Just one wrapping machine costs \$8,000. If you are going to put through some real volume on one line, and get some economies of production, you are going to have to have a pretty heavy, fast-freezing setup. For example, we are freezing close to 20,000 lbs. a day, and that isn't anywhere near what we have to produce in order to get the price down to where they will buy, and keep out all the other little packers from starting up in a small way.

The industry is already at the stage where a small packer cannot start in the small way and expect to build anything out of it. He can do it in a small locality, but he cannot really get his costs down and put out the quality products at a low price. You have to have packaging lines, wrapping machines, blast freezers, to get a setup where you can put out, say 100,000 lbs. a week. Then you can get some costs down. You have to have \$300,000 or \$400,000 invested in all kinds of fancy equipment. So, it is not as easy as it might sound, and I think everybody here needs to be reminded of that before they go off and make some mistakes.

CHAIRMAN VAUGHN: I agree with you that is definitely true, but what I told you when I began was that I started small, and I am strictly small. Whenever I get up to 100,000 lbs., I will be in there butting heads with you. But seriously, you are right on big-time operation.

PACKER: We are very small. In fact, I am about to be put out of business by some smaller firms.

CHAIRMAN VAUGHN: I know they won't be putting out a better man, and I doubt if they are putting you out. It is like everything else. If you want to get big, you put out big money. If you want to be little, that is a different story.

CHAPLICKI: You mentioned something about \$8,000 for a wrapping machine. That is equivalent to two men's salary for a year. I have an idea that many of the small packing operations never look at that, and may pay not two but three, four, and five men, when they should have an \$8,000 machine and eliminate those jobs.

On the other hand, you are in Chicago and doing a good job. No retailer, no chain, no large independent can handle frozen package meats. So, if you are putting up 20,000 lbs. a day in Chicago, without any of the large retailers able to handle or sell them, I think you are in good shape.

PACKER: We don't sell it.

CHAIRMAN VAUGHN: Regardless of what it costs, if this frozen meat industry goes that way, you are either going to have to get in or get out. I did not want to go into 1-lb. packages of wienies, either, but right now 95 per cent of my sales on wienies is in 1-lb. packages. Labor situations are different in every area.

FINKBEINER: I would like to bring out one point that I think was well stated by the gentleman who just sat down. One of the things we are attempting to do in this forum is to acquaint the membership with the confusion in the frozen meat business, and I will guarantee you that before you start playing the music and putting it down in writing, you want to "play by ear" for a while.

I think that what John Vaughn is doing in Oklahoma City is "playing by ear," and when he gets the tune he wants then that \$100,000 will be there, and he will be writing the music.

I also agree that you can't wait too long to decide to spend it, but I would also like to remind you to proceed

with caution, but not too slow, because that leaves you right where you were when I stood up.

CHAIRMAN VAUGHN: Let me ask a question: Are you in the full line of packinghouse business, or strictly specialty packaged frozen meat?

PACKER: Specialty packaged frozen meat. We buy carcass beef and veal.

CHAIRMAN VAUGHN: You do not have cattle that are dark cutters, or getting old in the cooler, or encounter shrinkage?

PACKER: We get our raw materials from pretty much the same source you do.

CHAIRMAN VAUGHN: The reason I asked is that there is no comparison in convenience in frozen versus the other.

PACKER: We are just another part of the luncheon business so far. Then there is another phase of it. There is the standard carcass red meat. That is a different business. You may even need a whole line of different equipment for it. In fact, you need a different type of layout of holding rooms and conveying equipment. You almost



BILL CHRISTIANSON, Foran Spice Co., Milwaukee (left), and **W. W. Bystedt,** Food Management, Cincinnati (right), seem to have cornered Frank P. Adamski, Jos. Schlitz Brewing Co.

cannot produce the conventional red meat cuts, such as Swift is doing. You can hardly produce that with another plant, and in either case you may as well not start unless you are planning to do it on a fairly good-sized scale because some of the items that you referred to are already being sold at very low markups. You have to produce that kind of volume to have any profit left today, and the competition is already here. It is not something that is coming. You may have a market down in Oklahoma that just has not been developed.

CHAIRMAN VAUGHN: We have 14 steak companies selling in Oklahoma, which has a population of 2,000,000 people.

PACKER: I mean to point out to you that this is a mass production industry, and it just cannot be done on a small scale. It will have to be done on a pretty large scale, which involves a volume of meat flowing down from belts and wrapping machines in order to get the advantage of automation. If you don't, then your costs are just as high as in ordinary meat retailing.

CHAIRMAN VAUGHN: After this is over I want to compare some costs with you seriously.

CHAPLICKI: Well, certainly, whether the plant is small or large, knowing something about retailing and packing of meats, I am surprised that you would stand up here and say that you cannot lower your cost of production and produce a product in your plant or any other plant, whether it is small or large, to compare with what we have to go through and what we do behind one of these self-service meat counters.

PACKER: I didn't mean to give that impression at all. We know there is no comparing the two. I think we

can do it by hand cheaper than you can do it by hand.

CHAPLICKI: Then we are talking right up the same alley.

CHAIRMAN VAUGHN: You in the audience are from all over the United States. Is this frozen meat thing appearing in your markets? Have you seen frozen items in your stores? Are they appearing over in the grocery department?

PACKER: Yes, and the prepackaged idea is growing.

CHAIRMAN VAUGHN: That is what I mean. The prepackaging idea has come from the grocery department. So, many of you, and there were only seven of you who said you were in the prepackaged business, are losing a certain amount, and the grocery department is taking the meat business. If we don't go in there, we are going to lose some volume. I think that in almost every area that you people represent, and if I am wrong correct me, you have frozen meats appearing in your grocery department, and you are not selling the grocery department. Chris, what about down in your area?

FINKBEINER: Yes, we do have some; and we are going to have a lot more when we get Mr. Chaplicki to do it for us.

CHAPLICKI: As few as two years ago, we had many chain-store operators say that they could not do a job on self-service meat. There are still chain-store operators and independent operators of retail meat markets that are against self-service meat.

Let me read to you some figures, and then you decide whether they are right in being afraid of self-service meats.

Of a total of 27,600 meat markets in chain stores, 8,000 of them are using self-service, and they did over half the retail meat business in 1955. The total was \$4,500,000,000, and 8,000 of the 27,600 sold \$2,700,000,000 worth of it.

Now, you decide whether you should stay out of self-service, if you are a retailer, and you are going to have to make up your mind on frozen foods one of these days, and it isn't going to be very long because Swift is already in the swing, as you know. Armour and Company is about ready to break with its full line, and Armour will have bone-in cuts along with some of the boneless cuts. We believe that Mrs. Housewife should have the privilege of buying steaks with bone in if she wants them. We think that eventually it will be all boneless, but we think we have two hurdles that should be taken singly. In other words, let her buy boneless if she wishes; let her buy bone-in if she wishes.

After Armour we don't know who will be next; it may be any one of you in this room. But we do know that the prepackaged meat is on its way. I think Marhoefer at Muncie will probably be the first independent packer with a complete line of frozen pork items. Marhoefer is going to freeze pork and pork items only. So, you see the start is here. It is just a matter of time.

CHAIRMAN VAUGHN: Mr. Fred Beard, with the

federal grading service, is here, and very much interested in this. Mr. Beard, what do you think this will do as far as the beef business is concerned? Will you comment?

FRED BEARD: John, as you well know, merchandising is not in my line. I am supposed to know nothing about it, and I am just as smart as I am supposed to be. I was, however, interested in some of the comments made by some of these packers, and others, with respect to what they think the future in this meat merchandising will be. I think there is no question in any mind that this retail packaging of frozen meat is around the corner. It is a sharp corner, and it is not many paces away as I visualize it.

As to where we go from here, my guess is no better and no surer than anyone else's, but I foresee, if I can look into the crystal ball, that we are going to come to this package, as Mr. Chaplicki said, with bone-in and bone-out. We are going to come to it in the training of these retail cutters, and the handling of these retail cuts as they go to the housewife. She is going to have an ingredient content, or a composition content on that package.

Those who get in will have to sell to her a package that she can depend upon, not from the standpoint altogether of quality, but from the standpoint of serviceability, number of people to serve, known weight, and so forth, as she prepares and serves that package of meat. She will go to a store, and she will buy a meal, including meat, on one platter, I think, Mr. Chaplicki. She will take that package home, and she will cook it. She will serve that package on that same plate she bought at the store. Her family will eat that complete meal, with the exception of dessert, probably, which is coming in another package. They will dispose of the residue from that meal in the trashcan or the garbage-can, entailing no dishwashing, and then will probably be on their way to a party. That is the way I see it.

CHAIRMAN VAUGHN: I think he is on the right track. Has anyone else anything to say on this frozen meat business?

DR. A. R. MILLER, chief, Meat Inspection Branch: I do want to compliment the industry for doing a marvelous job in this field. You have taken the responsibilities to gain the consumer's or the housewife's confidence. I think you have done that by quality. The point we made earlier of merchandising by the piece rather than by the pound implied the intent the control agencies will take in that sort of thing. I want to assure you that, from the federal program standpoint, I see no reason why the merchandising by the piece cannot be done entirely consistent with any fair trade practice law. Of course, each piece will bear the correct measure of weight.

CHAIRMAN VAUGHN: Thank you, sir. I think that goes right along the line of our thinking. There is one more question I'd like to ask and that is how many of you here in the room are seriously thinking of going into the frozen meat business in one way or another? (There was a show of about 25 hands.)



SOUTHWESTERN DIVISION members gather around John O. Vaughn, Oklahoma Packing Co. (center), to discuss arrangements for next divisional meeting. Other members are (left to right) Tom G. Wright, Canadian Valley Meat Co., Oklahoma City; E. W. Pietsch, Yoakum Packing Co., Yoakum, Tex.; John F. Zummo, Zummo Meat Co., and Bill Graham, Oklahoma Packing.

NIMPA Packaging Clinic



PREPACKAGING panel member at extreme left, George Heil Wrape, Heil Packing Co., St. Louis, Mo., takes notes as Al Pollard, Arkansas Independent Meat Packers Association, watches Robert L. Feely, Arbogast & Bastian, Inc., relate his firm's experiences. Panelist partially hidden from view is Sherman Williams, Little Rock Packing Co. At extreme right, Chris Finkbeiner rests chin on hand in thoughtful mood.

Merchandising is Packaging's Necessary Twin

IN a meeting led by NIMPA president Chris E. Finkbeiner, who drew heavily on the experience of his own Little Rock Packing Co., panel and floor discussion at the packaging clinic ranged widely over the whole subject of packaged luncheon meats. Private label business, returns, retailer cooperation and packaging methods were covered. President Finkbeiner emphasized that any successful packaging program must be a packaging-merchandising program.

Panelists included George Heil Wrape, Heil Packing Co.; Robert L. Feely, Arbogast & Bastian, Inc.; Finkbeiner and Sherman Williams of Little Rock Packing Co., and Al Pollard, Arkansas Independent Meat Packers Association. The leadoff remarks were made by Feely who described the careful plans made by his company in entering the packaged product field.

ROBERT L. FEELY: Actually, our company is just starting into the selling of sliced products in packages throughout our territory.

We believe in aggressive selling by our salesmen, with a plan that will help the man to move the product. However, before that, we had the problem of the package. We feel that the eye appeal of the package is one of the most important factors. Color plays an important part in influencing Mrs. Housewife to accept or reject the package in the store. There are certain colors that the consumer seems to like.

Secondly, we felt that identity of our package was very important. By identity I do not mean the brand or company name alone, but what is in the package. The product name should probably be as bold as you can put it on the package and still stay within the regulations.

We feel the package should be simple and should not be dressed up with a lot of decoration. It should present a message to the housewife so that when she goes into the store or supermarket looking for a product—or even when she may not be looking for a particular item—the package will attract her attention.

The next important thing we considered with respect to our packages was: "What is actually in the package?" To date we haven't seen a package that has any definite statement on it as to the quantity content, except on a weight basis.

This may be a controversial subject, but we have been bold enough to go ahead and state the number of slices that each package contains. We did that because in a 6-oz. package of product the housewife may be buying for a bridge luncheon and may want to serve four people. We felt that if she bought a package and found six slices

in it, she might be disappointed and wouldn't have enough to go around.

We thought that removal of any misunderstanding on her part was important. We state on our package that it contains eight slices. We don't say "approximately six slices" or "four to seven" slices. We say "eight slices," and there are eight slices in each package. In some cases there may be nine or ten, depending on the volume or weight of the product. We believe this is good, because if we tell her eight, and she takes the package home and finds nine, she feels she has a bonus. We are not going to short-weight her. We are not going to give her fewer than eight, but there may be more.

Mr. Finkbeiner mentioned that if you don't merchandise a product of this type, you might just as well stay out of the field. We go along with that statement.

We have prepared a little sales presentation for our salesmen to give the dealers. We strive to get a variety of our items into the stores. We don't believe that one or two products should be sold to a dealer when he has several other loaf items that he is going to slice in competition with them. In other words, we would like to sell, and are striving to sell, the whole line.

If the dealer allows us to put our line into his store, and allows our salesman to keep track of its movement, we have provided our salesman with a small form to record the dealer's purchases each week. If he lets our salesman check his stock on the following week and write his balance order, we are going to assume responsibility for the product.

This may sound like something that can really be chewed over, so let me explain.

In the long time I have been in sales work, there have been very few claims for returned products that could be turned down. True, some claims have been quite questionable but, after much fighting and much aggravation with accounts, we usually seem to get to the point where most of the claims become justified and are signed.

We feel, then, that if we can retain control of our product; watch its movement; check the dealer's stock, and write our own ticket, then we must assume the responsibility for its movement.

Our salesmen have been coached not to overload the store; not to sell a dealer a product that he might not be able to move or an item that, because of the predominant nationality of consumers, would not sell in a certain neighborhood. We do not want to put a product into an area where it is not acceptable.

We think that we are going to do a fairly nice job for

our dealers. We are quite certain that they are going to profit by it. We have arranged a little story for our sales people from which they can point out the factors of labor cost saving that the dealer gets in the packaged product, elimination of end-slice waste and the saving in shrinkage.

We have set up a pricing structure in which the dealer can select the percentage markup he wants to place on the item. Our salesman furnishes him with that information and he has a known profit.

PRESIDENT CHRIS FINKBEINER: As everybody knows, there are several methods of packaging sliced luncheon meat: vacuum packaging, semi-vacuum packaging, and the fresh overwrap package.

One of the things about which I think we should be careful in the meat industry at this time is simply this: In the process of changing the consumer's habitual way of buying sliced luncheon meat, the consumer can be pointed in one of two directions. She can change to a fresh sliced package or a vacuum package. If we, as an industry, aren't careful, by the time we get through confusing her, she isn't going to want either of them.

That is very important; if we can confuse a butcher who has been in the meat business all his life, so that he cannot decide which package to take, we can surely confuse the housewife. I might go a step farther and say that we can confuse the packer himself so that he doesn't know which one to choose.

When you have two such forces in the industry working to cut each other down, it can be pretty serious.

So, if I had every packer in here, I would say this to him today: Please sell your product on its merits. Sell your idea of prepackaging on its merits and not on the demerits of the other methods.

I am the first one to say that each system has its own merits, and that there is certainly a place for each one of them. We should do everything possible to sell not only the product, but the method of packaging.

One of the biggest mistakes that we can make in attempting to put a prepackaged line on the market is to send our sales people out like snakes with venom in their mouths, trying to tell dealers what is wrong with a certain packaging method.

It is amusing to talk to housewives and hear some of the things that are said. We had a panel of ladies at our Arkansas Independent Meat Packers Association meeting and you should hear the stories that they have been told by self-service market managers. The lady would walk up and want to buy, for example, a fresh sliced luncheon meat package, and he would make a remark that, "Oh, we carry this different type, because if we didn't you would always be getting old, stale products." If she walks in and is looking for the vacuum package, the man may say, "Oh, you don't want that because the minute you open it and you put it in the refrigerator, it becomes just like leather."

Such assertions will not only ruin acceptance of your particular method, but will play hell with the luncheon meat business in general.

That is why I say that if we are going to talk about prepackaging, we must say prepackaging and merchandising at the same time.

It is a shame, to be quite frank with you, that there isn't one method that the industry could choose and get behind.

AL POLLARD: Red Motley, who publishes *Parade Magazine*, says, "Nothing happens until someone sells something." I can assure you, gentlemen, that this is doubly true in the packaging business, because nothing will happen until you sell everybody concerned on what has to be done.

It has been revealing to me to see just how many people you have to sell on a packaging program because, as Mr. Finkbeiner said, you must start with the people who put the meat in the package and go right down the line from there. Each one has his own idea of why it won't work. Mr. Finkbeiner and I, for example, heard 49 people give 59 reasons why this program wasn't going to work. But I think Mr. Finkbeiner can certainly say, in all sincerity, it has worked unusually well.

When you go into prepackaged meats, you are trading on the brand you have developed; if you don't trade to the maximum on that brand, you are going to penalize your program at the start. If you create an entirely different looking package than the one you have been using, you have given yourself two and one-half strikes. If you come in with a type of package that is related to what you have done, and you present it in such a way that it belongs "to the family" and is quickly recognizable, then you are exploiting all the depth of penetration that you have already made into the consumer's mind.

As you know, the appetite appeal type of design is gaining momentum in the food trade. I don't know how you can use that on sliced luncheon meat, but it should be considered.

Mr. Finkbeiner made a statement that I would like to

"WOULD YOU like some literature?" asks Arlene Kieta of Standard Packaging Corp., New York. Cecil E. Powell, Tanners Hide Council, Chicago, is at the receiving end.



amplify. He said that he thinks this kind of a program should be measured with the thought of whether it is good for the industry. I submit to you that the real index as to whether it will or will not stay is: Is it good for Mama?

What does it mean to Mama? If Mama wants it, then it is good for the industry, because you have something to build on.

One of our Arkansas panel ladies came up with an idea that struck me as so basic that I wondered why we had missed it. She said, "What we are buying is built-in maid service."

If you can substantially answer the question: "Does it help Mama? Does Mama want it?" Then you have something to build on.

I will tell you some other things that are basic on the selling side. Number one is: You must sell the butcher on the idea that packaged sliced luncheon meat is good for him. He can't help thinking that when the customer says, "Give me six slices," and he puts maybe four or five more on, he has made a good deal—even though the customer may be unhappy about getting four more slices than she wanted.

He doesn't realize that he is trading for a short gain, and we are trying to give him a long gain. With packaged product he doesn't have to spend any time slicing, so he is in a position to step up volume and step up his profit.

What we are doing is selling at the point of purchase with the thought that the housewife will buy something she

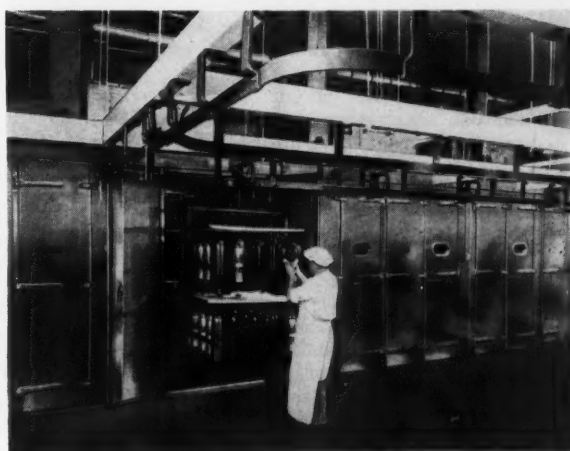


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didn't mean to purchase when she came in. Perhaps she is thinking in terms of, "Well, I think I will take home some sliced bologna for my husband." She reaches for that and sees a pickle or pimento loaf, and that rings a bell. She says, "I will take some of those home and try them on the kids."

If you have a limited display you are going to lose a great many of these sales. The problem lies in getting the retailer to give you enough space to make the proper display. That is where the hen and egg idea starts. "If you give me the display, it will make the sales for you." "I will give you the display if you move the item."

So, something has to give. I tell you what it is that has to give. We go right back to the brand name. If you say, "Look, we understand your problems and agree with you. You don't want anything on the shelf that is not going to move. But, on the other hand, you want to take advantage of all of the thousands of dollars that we are spending to help you move that item. We have a program here that I would like to show you," and up comes the program.

If you can't break in for the entire deal, take six or eight items and say, "Now, for the next three or four weeks, we are going to push these, and I strongly suggest that you take advantage of the impact that is going to be made on consumers."

If you are not in a position to make that kind of presentation, you are going in with two and three-quarters strikes on you. You must make that man understand you are extending a consumer franchise to him which is going to step up his volume through impulse buying.

The interesting thing about the sliced luncheon meat business is the reaction of the public. Little Rock Packing Company has three TV shows a week. We try to strike at different levels of the market. I mention this because it makes a point.

We have a one-hour live wrestling program. Mr. Finkbeiner usually gets in there and stages the first bout, and usually it is about a ten-minute go. Then we proceed with the program.

We have been sponsoring "Mr. District Attorney." Believe it or not, Arkansas has some people who have graduated from college, and they like to feel that wrestling is below their level of enjoyment.

Then we have a character called Cactus Vic, and he is really a thorny character. He does a terrific job of selling the children. He goes to the schools and clubs and makes wonderful presentations.

At those three levels we are plugging our sliced luncheon meat program. We do it this way: About every other week we show viewers the complete line of products. We tell them that we have fourteen items from which to select. Then, to tie it in at the market level, we take various items and push them—maybe in groups of four. It gives us a wedge with which to do business—and it is clicking and working.

My last point is that you have to think big in this field. If you think less than big on it, you will get the kind of results you are afraid you are going to get. If you don't feel that you want to drive in on it, don't start it.

PRESIDENT FINKBEINER: We always tell our employees at the plant that every day housewives go up to the voting box—and every time the housewife takes our package, it is a vote for them. The fact that they are not being watched in their jobs every minute doesn't make any difference because, in time, that package is going to be opened and inspected, and that product is going to be tasted.

That is one thing that you can't fool with—the taste of your customers. You can fool people on the radio or TV, or fool them with eye appeal, but there is no way in the



ATTENTIVE AUDIENCE at packaging session moved up close to get the low-down on important packaging data.

world to fool their taste. If the flavor isn't there, then you have had it.

The next man who is going to speak to you has had first-hand experience in supermarkets' self-service sliced luncheon meat display, and in just watching people. He is Sherman Williams from our company in Arkansas.

SHERMAN WILLIAMS: When I came into the pre-packaged meat program at our company in Little Rock, the groundwork had been well laid. The company had determined which type of package it was going to use; the weight of the package; the weight of the unit it was going to sell to the stores, and the design on the package. The supermarkets were sold on the idea of mass display, as far as the area on the counter that the product was to occupy. I came on the scene to make sure that nothing went wrong after all this selling had taken place. I had to make sure that the product stayed in demand.

Along with mass display came the idea of stacking products high. That has posed a real problem inasmuch as the merchandise is stacked high enough so that the customer will never, theoretically, take it all out. Then the question arises, when a new product comes in, what do we do with the product in the counter? It is all too easy to leave the old product on the bottom and put the fresh product on top.

That is the primary problem on which I work day after day in our particular area in connection with sliced luncheon meat.

Rotation is vital to our operation with fresh sliced luncheon meat. We know that if our product is manufactured right, handled right by our slicing crew, delivered right by our truck drivers, and handled right by the market man himself, the housewife should be happy with what she gets.

However, if the product is abused anywhere along that line, and the main place where it can be abused is in the store, then it is possible for the housewife to get an unsatisfactory item.

There is the main problem with which we were faced. The policy of rotation in a chain operation starts, of course, high up at the management level. That poses no great problem. Management usually realizes the importance of the rotation principle. We start on that level, and we have been very fortunate in having management work with us and issue bulletins setting forth the period of time that the merchandise is to be left in the case before it is removed.

The bulletins furnished a beginning. Once they got to the market managers, a good percentage followed the bul-

letins. However, when difficulties arose, I learned quickly that unless somebody goofs, there will be no trouble.

So you must convince not only management, but also the butcher, on the importance of rotation. In many cases that is not the last step since the butcher has a girl who takes care of the counter.

The one employee that all the market men are fighting for is a good counter girl. They can get wrappers and weighers, but they are all fighting over counter girls. Out of eight or ten stores, four or five have what I consider to be excellent counter girls. This problem of rotation is not only one for us. We know that if the housewife gets our product in a bad condition, her first impulse is that she is through with Arkansas Maid products, but it goes further in that she probably won't trade at the store again. So it is the dealer's problem, as well as ours.

Here is one experience of ours. Sales were dropping in one market until they sank to 95 lbs. a week on sliced luncheon meat. We knew where the trouble was, but we couldn't solve it. There was no way to get the market manager to cooperate. He had his ideas, and the product was in there, and he was going to leave it, bulletins or no bulletins. As for rotation, he didn't want the girl to spend any time at it.

Of course, what finally happened was that he got fired.

Then a new market man took over. That store is now back up to 600 lbs. of sliced luncheon meat a week—just on the basis of a change in market men and giving the program a chance to work.

FINKBEINER: Let me inject the question of package size. It depends on one thing, and that is, what size does the housewife in your particular area desire? In Arkansas, it was decided that she would like an 8-oz. package and that she would like a 1-lb. package. Sales for both of these items furnish proof that this analysis was right.

In other areas, the 6-oz. package is desirable.

It is better to exert more sales effort and keep an 8-oz. package than to go down to a 6-oz. unit. It is better to trade up and better to stay there.

A lot of you aren't going to have any choice in that matter. If you are in an area where the 6-oz. package is desired, then that is what you will be getting into.

I will throw this out for your thinking: Don't get into packages that are different. For example, if your area is an 8-oz. package section, don't go in and muddy the water with a 6-oz. unit. Try to standardize.

You say, "Well, how do you do that?" The way we did it was to show the advantages of an 8-oz. package to the packers of Arkansas and to the meat merchandisers of Arkansas. It is a satisfactory package.

One of the big mistakes in the meat industry, in connection with some of our vacuum or semi-vacuum packages, is to lead the market manager to feel "Here is a stick of wood. Put it over there. It can be there forever."

I want you to remember to sell your own organization, your sales force, and your plant people on the idea that this is a good method of doing business. Get them sold on the idea, and then go out and sell your dealers and consumers.

We found that we had salesmen who didn't believe in this method of selling sliced luncheon meat. The way we found it out was by checking their sales results. Some of the boys were doing a tremendous job, while others were practically still on the ground.

They honestly didn't feel that this was the way to sell a product. We had to sell them on that idea, and when I say "sell them," that is just what we had to do. You don't just say, "This is it. I made the decision and this is the way we are going to do it." You must make them really believe that this is a good idea and that it will help a lot.

I would like to add that this operation is no different

from any other operation in the meat industry. There is not a single short-cut in your sliced meat operation. A procedure must be set and followed. You must get your people into good work habits.

PACKER: Let me start something off that hasn't been touched on by anybody. What is the attitude on private labeling of prepackaged products?

PRESIDENT FINKBEINER: As long as our industry is blessed with plenty, as our industry is now blessed, there are certain disadvantages, and one of those disadvantages is the surge towards private labeling. It has its rises and its falls. It has fallen many times. It has risen many times. It is rising now. It will fall again.

We have plentiful supplies in the meat industry at this time. In my opinion, private labeling is brought about by the poor merchandising practices of the meat packing industry. The main purpose of a private labeling operation is to allow the person distributing the products of our industry to make a profit. When we allow our products to be sold at cost, or sold below cost, or sold for price, then the only defense that anyone has is to get some sort of a label that can be read. When the housewife says, "Well, gosh, Jim Jones is selling them 10c lower than you are," your defense is that Jim Jones is not selling this particular brand at 10c lower, because this particular brand is a quality product.

I am not trying to charge the meat industry with anything. I am not trying to aggravate you, but if you will work as hard to see that your product is properly merchandised by the markets as you do in seeing that it is properly processed and gotten to the markets, the need for private labeling would be a lot less.

That is a broad statement. It is a true statement. It does not solve the problem; it is merely a statement of fact.

If anyone else would like to discuss this particular problem that would be fine, but I think that the thing we mainly want to discuss at this time is sliced luncheon meat practices—the processing of it, the costs involved, the procedures and things of that nature. However, if you want to discuss further this particular phase of it, we will be glad to discuss it. Are there any other questions?

PACKER: I don't think you made yourself quite clear on the private label deal. Do you think the packers can keep away from it or can't they?

PRESIDENT FINKBEINER: I am not in a position to answer that. I know, for example, a packer doing a wonderful business who refused to take an order for a private label. A national packer accepted that business. I don't want to get into the private labeling business at this meeting unless you folks insist that we do. There are both sides to every story. I am not in a position to tell you that NIMPA is going to insist that its members not get into the private labeling business.

PACKER: We have been in the packaging of fresh sausage for a couple of years. I think we have been through all the "ins" and "outs" of it. I think we know a lot of bad points about it, and maybe more bad points than good points. I think that all of us will admit that we were driven into the sliced sausage business. It isn't something that we were looking to, and we only took it on because we were losing our sausage business to someone who was selling sliced sausage. Let's look at these things in a realistic manner.

We have between \$25,000 and \$30,000 tied up in equipment for slicing and packaging sausage. I think we are the second largest firm in St. Louis that is doing it today. We have trouble with management, who will tell you not to take any returns. We expect the store managers to manage those stores and not depend on the packer to take back losses. But pretty soon you find competitors picking items up and when management gets on them for picking

it up, they give them other merchandise instead and no credits come through the office, and all those tricks are put in the game.

On this private labeling deal, sure, we all like to see our own brands in the store. It is something we have been working on for 30 years. You come along and you do a good job. You sell them 20,000 lbs. or 30,000 lbs. of sausage, and all of a sudden they want a private label on the sausage they are buying from you. Are you going to turn them down or take it? If you turn them down, someone else takes it. Let's be realistic about this thing.

PACKER: If they want a private label, you better give it to them or you are going to lose the business to someone else.

PRESIDENT FINKBEINER: I will tell you my solution to it, and I am not trying to be egotistical either. I have a packinghouse. I have a lot of money tied up in it. I have that packinghouse to build the brand name of Arkansas Maid, and that is my intention. The packinghouse is as big as it is today because that is how big it has to be to make Arkansas Maid products for the consumers.

My point is this: If you want to spend your packinghouse's time building another brand name when the minute you are $\frac{1}{4}$ c off in price, the business will go to the next house, then that is a decision you have to make. I am not saying it is right or wrong, but that is a decision you have to make.

I am not telling any tales out of school, but I was offered a packinghouse here three days ago. The packer might be in this room right this minute. He was doing private labeling to the tune of 80 per cent of his production, and the particular retailer informed him two weeks ago that he was no longer a supplier of that firm. Now he has to find another market for 80 per cent of his production.

Now, gentlemen, a packinghouse "ain't worth a dern"

if it does not have outlets for its products. The only way to have outlets for your products is to build consumer acceptance of your own brand name. If you cannot do that, then you are treading on thin ice, in my opinion.

I know that does not answer your problem. It is a decision, I know, that you hate to have to make, but I will tell you this: In what little time I have been in the meat industry, I have never seen anyone successfully, over a period of time, take their own private label and really go with it, with very few exceptions.

If there is any other answer you would like to have here, just ask somebody else to try to give it to you.


PACKER: I have been in the meat, butter, egg and poultry business for many years. I remember a time when the butter business was probably the worst business in the world, and almost all the creameries in the United States accepted private label business. They did nothing to build their own acceptance.

Then the oleo business came into the picture, and the oleo people tried to build up their own brands, but they went to private labels. Now, here is the result. Today the manufacturers of butter are in fine shape because so many of them have gone broke and those that are in business have their own labels. Take, for instance, Land O'Lakes. That firm makes practically no private labels. The oleo business is just the opposite. Today there is hardly a manufacturer of oleo that makes any money, and the reason they don't make any money is because most of them are putting out private labels for the chains. Their own labels have become forgotten.

If I were a manufacturer of sliced meats, I won't say that I wouldn't accept any private label business, but I will say that I would put tremendous emphasis in promoting my own product.

CARL NEUER, Maurer-Neuer Corp., Kansas City,


Well Spiced!



Folks murmur, "Divine!"
As on Meatloaf they dine
Prepared with our spices so choice.
It's a dish fit for kings
And makes pretty young things,
Like bright-eyed Belinda, rejoice.

ASMUS BROS. INC.
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Kan.: I would like to make a remark to this man from St. Louis, as to whether to go into private labels. It is sometimes quite a decision to make, and if you think it is the thing to do, all right, but I would certainly keep my own product in the stores to which I was selling private label.

PRESIDENT FINKBEINER: Any time that your packinghouse gets larger than you can promote its products under your own brand name, it is a little bit too big and sooner or later it will catch up with you. So if you are fortunate enough now to be in that position, and it has not caught up with you yet, why kind of get the box lined up.

JOHN KRAUSS, John Krauss, Inc., Jamaica, N. Y.: I would like to say something on private labels. We have been in the slicing business right from the beginning, three years now, and we have not made a single package of private label so far. We haven't even been approached because we advertise and promote our products. We make sure that the package is a nice quality.

We have 22 items right now on the market, and they all sell somehow. But I would say this: If somebody would ask us for a private label and we made it, and they kept both items in the store, I think ours would sell ten to one, anyway.

PRESIDENT FINKBEINER: If you don't think your product will do it, it won't. I will tell you this: Prepackaging-merchandising is a single word. You cannot talk about one without the other. Who in the world would have a sausage kitchen today, the finest in the world, without having a place after the product came out of the smokehouse to refrigerate it immediately? It is a part of that sausage operation, and the merchandising of your product properly is just as important.

HENRY KRUSE, WSMFA chairman: I would like to offer a little gimmick we used in Seattle with great suc-


cess. We sponsor the televising of the Coast League baseball games in our town. We have a little sales campaign based on those broadcasts, where we set up baseball games for our sales force, too. We give them prizes. We have a pennant for the end of the year and a grand prize, which is something to go for, and we have hits, runs and errors, and all that kind of thing, and around this gimmick we have stimulated a lot of sales interest.

On new items, we give salesmen more runs, and it can be worked out in a variety of ways. It has been a successful gimmick. We used it last year and we are doing it again this year. I offer this because it might be an idea for somebody else to use in merchandising his own specialty products.

The questions that occurred to me about this subject are very numerous. I am listening with great interest. We do put out some private labels in our plant, not only on our luncheon meats but on sliced bacon and other things. I feel just as I know all the packers do. I deplore that situation. I would prefer all of our products to go out with our own label on them. But I feel that especially the sliced lunch meat is at a revolutionary stage. We do not know exactly where we are going. I think as we go along certain things will stand out. Some of the things that bother me are, for example, the problem of getting our products into the customers' hands fresh. We have spent a lot of money publicizing the Bar X brand. We are very proud of the product. We want to get our lunch meat into the consumers' hands fresh. If it doesn't get into their hands fresh, the brand gets the blame and not the market owner. We have a responsibility for it.

We do pick that product up when it doesn't sell, or what do we do about it? How do we help the dealer to do a job for us? Do we go to a dealer and ask him to handle our line exclusively and guarantee the sale, or do we take


Well Spiced!



Though it's hard to compare
Olive Loaf with girls fair
We insist on making this test.
For, like beauty sublime,
Our seasoning will shine . . .
And be favored above all the rest!

ASMUS BROS. INC.
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our chance with the other brands in the case, including his own private label?

Those are the problems that bother us. I would like to hear some expressions on the matter of guaranteeing sales. We, so far, have been riding the fence. If we get under the gun real bad, we take the product out, but we have not adopted the policy as yet of guaranteeing sales. However, I am seriously thinking that perhaps we should guarantee sales. It is our brand; it is our product. The customer holds us responsible. But in return for guaranteeing sales, we want to say, "All right, handle ours exclusively and we will guarantee sales." That poses some problems. I would like to hear some ideas about that.

PRESIDENT FINKBEINER: Up until now we have been generalizing, but I can give you a definite answer to your question of can you guarantee sales, one that has been very successful in our company. I am talking about sliced luncheon meats. Our particular method is a fresh sliced luncheon meat method. We make deliveries to the store twice a week. If we don't, we don't sell them luncheon meat.

We do not guarantee the sale of our product. We guarantee the product being made under proper packinghouse procedures. We will, however, make an individual agreement with any store, and our salesman has that authority, to guarantee the sale of the product and to guarantee the pick-up of every item that doesn't sell, provided that the next time that dealer receives his order, whatever is returned is a cost-of-doing-business with him and will be added to the price of his products.

In that way you point out the fact to him that the pricing setup is made for efficient operators who have no returns and, therefore, in your pricing program, you do not include a certain per cent of returns as a cost of doing business.

What that does, in effect, is this: It tells the man, "You are an efficient operator. Why should you be penalized for somebody else's returns? Be penalized for your own." If you sell your sales force on that, you will be surprised at how it works.

W. O. YOCUM: C. Wendel Muench & Co., Chicago: I just heard that Safeway, at its convention in Cleveland, made an announcement that it is going away from private label products to brand name products.

I have a question that I would like to ask. Suppose you are making a top quality product, and you are advertising it heavily and you are doing a good merchandising job. You are getting about 90 per cent distribution, and then your competitors begin offering rebates and cutting prices to get a better share of the chain business and the supers' business. What do you do then? Do you meet this rebate, this price-cutting by cutting your advertising appropriation, or do you go out and do a heavier job of advertising?

JOE FINKBEINER: I have an answer for that. From the advertising standpoint, Al Pollard represents our company. A few years ago we started out on a small program. Every year we say we are going to cut it back, but it has gotten bigger every year, and it continues to grow. We have never cut ours back, and I do not believe that is the answer to it.

PRESIDENT FINKBEINER: Advertising today is a vehicle for doing business, and anybody that does not recognize that has that privilege. We are in a mass-producing country, and a mass-producing market, and we have to mass sell. If you do not want to mass sell, then get out of a mass-producing industry. That is simple enough. There are some facts that you just cannot avoid.

We have tried it both ways. There is no way in the world to wrestle with anybody in the mud or in the gutter without getting in the mud or getting in the gutter with



IT'S HARD to guess the subject here. It could be the price of hides or meat, politics or the baseball game on Sunday afternoon at the Cubs park.

them. If you have a product that is properly merchandised in your community, and someone comes in with a cut-price situation, or gimmick, or what-have-you, you will temporarily lose volume. If you are on the ball, you will not lose it for a very long period of time, and you will continue to do your volume of business. If, during that period of time you increase your advertising, knowing what is coming about, a lot of times that thing they are trying to do to you will never get off the ground.

We have also done it the other way. We have cut the price and gone along with them. That territory has shown a loss, is still showing a loss and will continue to show one. I think that is basic.

HENRY NEUHOFF, Neuhoff Brothers Packers, Inc., Dallas: I will give you a little insight into what is happening in the territory that we do business in. The major packers are rebating the customers so much a package if they will stock their merchandise and advertise it. I think the contract reads that they will advertise it one day every two weeks. The major packers are giving them a rebate for that.

If we do not give them the rebate, they will take our merchandise, but never advertise. Advertising plays a part in this, but also mass display selling. When they continually give a major packer more space in their self-service counters because they are getting a rebate of so much a package, we are almost out of the picture.

PRESIDENT FINKBEINER: The thing that hurts is this. When a reputable packer starts a procedure in the industry, that in the opinion of a lot of people is detrimental to the industry, that is bad because that packer's procedure can pretty readily become a general practice and not just an exception.

If it becomes a regular practice for the meat industry to participate in cooperative advertising and in rebating, as the cracker industry does, then that will be the practice, and if you are in Rome, you will have to do as the Romans do.

Don't misunderstand me. The cracker industry has a breakdown, and at the end of the year everyone gets a check according to the number of packages that the store bought. Their prices, though, are figured on that basis, so if that is to be the practice in the meat industry, then your pricing structure will have to change accordingly.

To answer your question further, it is a bad practice to get too large a percentage of your market. When you get 99 per cent, quit! Don't get it all! That is what we are doing. We have just got 99 per cent, and that is all we want.

PACKER: One of the things about this rebating busi-

ness is, if you decide you are going to do it, it is just that much less money that you have to promote your own products. You have to decide whether you can get more with your advertising dollar by doing it yourself or letting your customers do it.

PRESIDENT FINKBEINER: We started a panel here to discuss packaging, engineering problems to do with packaging. Now every one of you knows that you can hire a man to set up a line for you, and you can hire men who will put that meat in the package, and you can hire people to put that package in a most desirable, most appealing way. But what is the one thing you have to work at that money won't buy? That is distribution.

I said when we started for us not to use the word prepackage unless we use prepackaging-merchandising. You can have the prettiest little packages you ever saw in your



"NOW THIS is the way I see it," says the man at the right while his friend pays close attention.

life, but they will gather dust by the minute, by the day, by the week, by the month and year in your warehouse, if you do not have a merchandising plan.

Too many of our wonderful meat packers have not given enough time to the merchandising of their products. That is why you are interested and that is fine. I hope there are some ideas here for you. This is a thing that cannot be done overnight. You would not think of running your packinghouse without a plant superintendent and a foreman for each place, but you give no consideration to having a merchandising manager, a promotional manager for your products.

The thing you have to do today is to remember the supermarkets. The supermarkets will allow you space in their markets, provided you can use that space to sell your products. They want you not only to put the products there, but they want you to help them sell them. There are a lot of ways you can help them. The more you can help them, the more your product will sell, and it is a job.

I can well remember when I used to sit on a prepackaging panel and one of the problems was the supervision of the slicing room—how to get better efficiency out of a slicer and which method you should use. Here we started off talking about that, but we keep coming back to merchandising the product, which is a must. To make it go even further, statistics prove that there is more sausage being sold today than ever before in the history of the industry, so there is plenty of business out there.

PACKER: What percentage of your sales do you put in advertising?

PRESIDENT FINKBEINER: I don't know how many hundreds of people are in this room, but I bet there are that many answers. We put into advertising what it takes to sell our products, and it always ends up being a little bit more than anybody else is willing to put into it. Right at the present time it is a hell of a lot. I am not trying to

be facetious now, but that is our answer. Now would someone else like to give an answer on that?

PACKER: That is a very hard question, and I think you have answered it pretty well. In our particular instance, we try to separate our brand item sales from our regular sales. We are a beef house and it is pretty hard to identify beef. Our actual advertising budget amounts to .5 per cent of total sales, including the total beef sales. This amounts to something like 2½ per cent of the brand items. We do not think that is a bit too much.

YOCUM: I can't give you the whole answer to that question, but I would give you this to consider: If you are an operator like Chris Finkbeiner in the state of Arkansas, and let's say you have \$100,000 to spend for advertising, you can cover the state of Arkansas pretty well with that sum of money. But suppose you had that same sum of money in a city the size of Chicago or New York. You couldn't get to first base with it. I would say that you need to set up your advertising budget on your sales expectancy, and not on your past sales.

PRESIDENT FINKBEINER: That is a good comment. Setting up your budget on your sales expectancy was an interesting remark. A lot of times, though, you do not set out an advertising budget with the idea that it is to do a certain job. If the people that are in the same line of business that you are, in your area, are aggressive, the minute they see that one-page ad run, they better come out with one, too. A lot of times your program will be neutralized before it even gets off the ground.

A good advertising program is a must. If it works, you can afford it and it won't cost you a penny, but if it falls flat, you cannot afford it.

If you are a packer in your area, whether it be Chicago or whether it be Arkansas, you should do the best possible job that you can do to merchandise your product within your area. A lot of times an advertising budget isn't the answer. In some instances the answer is to get pretty well involved in other things in your suburb or your area.

As I understand Chicago, it is nothing more than a lot of Little Rocks put together. Whatever section you are in, do a job in that section. I have often said that a man who owns one supermarket is foolish to advertise on television because he is paying for coverage that he will never enjoy. So if you have a packinghouse of a small type, for a certain area, then find out what media will cover that area. It might not take a \$2,000, \$3,000 or \$4,000 television show to do that job. I have seen some supermarkets do a terrific job of merchandising. For example, the man ended up as president of the Boy Scout Council which had some 5,000 or 6,000 boys. He ended up as president of the Kiwanis Club in his district, where his market was, and he participated in certain functions in that area that showed the people that he was proud to be a citizen of that particular community and would appreciate the support of his unit. A television show might not be the answer and neither might a four-page ad.

H. B. (Tommy) TOMSON, Marathon Corp.: I think we have missed one thing today that probably is one of the most important. I think having a goal is one of the biggest single problems in this whole packaging industry, and I don't single it down to prepackaging of sliced luncheon meat. A packinghouse has to have the merchandising manager and sales manager make a decision: "Yes, we are going to sell this many units and on that premise we are going to allocate so much money for merchandising to do a job."

I have gone on record on this, and I have been criticized by my own people and certainly by some of my customers. They say, "I want to buy X number of packages," but on that volume they cannot afford to package. If you are not going to think any bigger than that, you better stay out

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of the packaging industry. It will save you money. Unless you go further over the hill than that, you are not going to help yourself.

If you start thinking big, or thinking tall, you have the situation pretty well licked. We have not sold near as much meat as people can eat, and the reason we haven't is we haven't done enough merchandising.

PRESIDENT FINKBEINER: That is true. The United States is not the largest meat consuming country per capita. I have just been handed a note, which says: "Ask the gentleman from St. Louis if he feels that he lost any sausage business by going into the prepackaged luncheon line." Would you like to answer that?

PACKER: I would say no. We are supplying the two large chains in St. Louis that are selling sliced sausage. Outside of the two large chains that are using sliced sausage, I would say you can put the rest of them in a thimble. We have increased our business, but I can say we are not making any more profit by slicing sausage than when we sold it in a piece.

PRESIDENT FINKBEINER: When you say you were forced into the sliced luncheon meat business, it is kind of comical because you just said you have increased your volume, so you have been forced into something that is really good for you. I shouldn't make that comment, I know, but I was forced into it, too. Evidently it makes the people more loaf conscious because we are selling more loaves than we sold before, and all of our sliced luncheon meat business is plus business.

PACKER: When I said we were forced into this, I mean the competition forces you into these different things. It is the same thing with the guaranteed sale. We have not guaranteed any sales, but we are now thinking the same as the gentleman over here—that we are going to be forced into guaranteeing sales. When our competitors start guaranteeing sales, we are going to be forced into it, also.

I just want to tell you what happens when you guarantee sales. We fight to make our merchandise fresh. We package it fresh. We have refrigerated trucks to deliver it to the markets fresh. Our drivers bring it into the place, and then the butcher lets it sit out in the warm back room until he either prices it or puts it into the cooler.

Just the other day before I left, I got a call from the merchandise manager of one of the big chains. He said, "I have some sausage over here at the office and the stuff isn't fit to eat." Naturally, I ran over there and picked up the merchandise. It was just as warm as it could be, not only on the outside, but through the center.

I ran all through the line to find out what supervisor brought it in. I followed him around to all the stores until I got to him, and he told me where he picked the merchandise up. Then I hightailed it over to the store where he picked it up. What did I find? The man didn't have any refrigeration in his box.

We are to blame for those things. Those are the things you are going to get when you guarantee sales. You are going to pick up merchandise and you are going to pay for it and the other fellow is the one who is spoiling it for you.

PACKER: What system of salesmen does Little Rock Packing Co. use, truck salesmen, full-line salesmen or what?

PRESIDENT FINKBEINER: We knew when we got into the fresh sliced luncheon meat business, from talking to our other friends in the business, that we were getting into something that was tricky, so we started a territory at a time. We started with a refrigerated Metro truck and a man dressed up as a fresh sliced luncheon meat man. Nothing went in that truck but sliced luncheon meat, and nothing was delivered along with it. He was told every-

thing that we knew, or we tried to tell him everything that we knew.

He contacted each account in that certain territory, and we have some 125 to 150 accounts in each territory. He contacted them and he found time to talk with them, to show them our product, and, in a lot of instances, he actually put the product in the case and made a customer out of the dealer.

That is the way we opened our luncheon meat territories with a truck. That was some three years ago. In that way we familiarized them with the product and how it should be handled. This man kept a sales chart on each individual store, and each time that he sold them, he gave them a little bit more. In the case of some that didn't do so well, we tried to analyze why. That is the way we broke in 18 territories. We use as many as four of these Metro trucks at one time.

We now deliver the sliced luncheon meats just as though they were pork loins. We instruct our drivers to be sure that this product is immediately put under refrigeration. We instruct our sales personnel to be sure and watch the rotation of anyone that has our fresh sliced luncheon meat. We instruct our salesmen to sell sliced luncheon meat to no one that we do not deliver to twice a week.

Without that kind of a plan, you are not going to enjoy a fresh sliced luncheon meat business. Telling people is 5 per cent of it and seeing that they do it is 95 per cent, as you well know.

I am very proud of our employees. We have a wonderful organization and we like to feel when we explain to them a reason for doing something, they do it. The only



IMPORTANCE of package in selling product is theme of prepackaging session. Giving his views on subject is Robert L. Feely, Arbogast & Bastian, Inc., Allentown, Pa. Sherman Williams (seated) of Little Rock Packing Co., Little Rock, Ark., pays close attention.

barometer we have of that is our sales, and we feel that our employees are doing exactly what we ask them to do in servicing and selling our product.

Let's think about this. NIMPA's three main themes have been cost accounting and know your costs, sales training and employee relationships. You cannot, as a manager of a business, take the attitude that your employees are just there for their salary, because if you take that attitude, that is just exactly what they are there for. But if you take the attitude that they are there to help you do a job and to make your business larger, then that is the attitude they will take.

We charge our drivers with the responsibility and compliment them on the fact that they do the job that we ask, and we have got to have their support to have an effective sliced luncheon meat program.

PACKER: I still don't understand. Do your full-line salesmen sell it?

PRESIDENT FINKBEINER: Our advance salesmen now sell it.

PACKER: Who displays it?

PRESIDENT FINKBEINER: At the present time, the displaying is done by the market manager who buys it, but we have Mr. Williams, and he has several people with him, that go through the area and check and see that our position in the market is protected.

Someone is going to say, "That is a waste of money." But if you have a foreman over your sausage kitchen to see that your practices and the things you desire are watched and done properly, it makes sense to me to have that same type of supervision in the markets where your products are being merchandised.

That might be one of the reasons why we are having what little success we are having—because we are concerned and interested when a man gives us a spot in the market, that we keep that spot and we don't let him run out of merchandise. To show you the tremendous possibilities of a supermarket handling your product, we have, in Arkansas, which is not considered a supermarket area, supermarkets that handle from 1,600 lbs. to 1,800 lbs. of sliced luncheon meat a week. Naturally, I told you the highest one we ever had, but that does show the potential.

PACKER: How many display men do you have? How many calls do they make a day and who supervises them so that they make the calls?

PRESIDENT FINKBEINER: We have three. They are pretty high caliber type people. Sherman Williams is the man that is looking after them. He has no supervision whatsoever, and neither do they. The fact that our volume is continuing to increase is indication that they are evidently doing a job.

The main purpose that we have them is to protect our position in the markets, and the minute any trouble or opportunity arises that is exactly where they go. If you have enough people around you so when you have sales problems, or opportunities with your product, that you can go immediately to take care of it, you will make friends.

Let me hasten to make this statement: That costs money and takes time, and a lot of companies are too big to do it, but we are not. We look after our business. We are not doing business in New York; therefore, we can look after our own bailiwick. That is the thing that the meat industry is rapidly finding out—that any aggressive packer in his own area can look after his own business better than anybody else can.

PACKER: Chris, is the largest percentage of your sales to independent supers or to national chains, and is there anyone else in your territory that goes after this sliced sausage business?

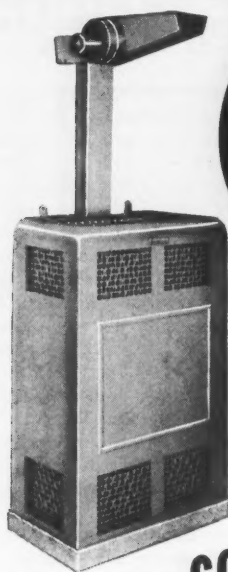
PRESIDENT FINKBEINER: There are only 32 packers servicing that area.

PACKER: What I am trying to get to is, if you have this competition, how do you get dealers to give you the best spot in the case?

PRESIDENT FINKBEINER: I don't know what it is. We have been able to do it, but for how long, I don't know. I cannot conceive of any independent packer not



SALES MANAGEMENT session gets fast send-off from Chris Finkbeiner (far left). Some panel members caught by the camera are (left to right) Frank W. Thompson, Southern Foods, Inc., Columbus, Ga.; A. R. Burgdorff, Hickory Farms, Inc., New Glarus, Wis., and Carl C. Neuer, Maurer-Neper Corp., Kansas City, Kan. The Rev. Theodore V. Purcell, S.J. (right), delivered the invocation. He was a speaker at the 1955 meeting.



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doing a job in his area if he wants to do it and if he knows how. I am not saying that we know how, but we keep whittling and trying. Let's change the subject. What else have we got?

ELMER KONCEL, Louisville Provision Co., Louisville: When Ted Broecker was out West and gave his talk before the western meat packers, he stressed the importance of a consumer taste panel. I was wondering if any of the organizations in this group actually have a consumer taste test panel, whether anyone goes out and gets a representative group of housewives, or children, or whatever you may have, in order to test out new products and, also, to give them a constant test on the quality of their current products. If they have done so, what success have they had and is it worth while?

PACKER: What do you mean by "taste panel"?

PRESIDENT FINKBEINER: As I understand it, it is to get a group of people in your organization, or otherwise, and have them eat different products from different companies, and just say which is the best. For example, you might take five or ten different brands of frankfurters or several different brands of pickle-and-pimento loaves and let each member of the panel, not knowing which one is which, taste them and have them put down their preference, one, two, three.

FEELY: I did have experience with a taste-testing panel about four years ago right here in Chicago. There is an organization over on Michigan ave. that promotes various products through women's groups in the Chicago area. In order to participate in the program, which is a one-day entertainment, in addition to the taste testing, there must be no less than 100 members.

I was with a firm that was testing sliced bacon at the time. It was amazing to me the reactions that we got on the sliced bacon. We tested our nearest competitor's, along with our own. I can tell you our first results were not too



THE CURING SESSION may be over but problems stay with the packers as they file out of the meeting room or stop to exchange views with friends and competitors.

happy. Well, they were probably happy, because we realized that it brought out conclusively our thought that our bacon was not as good as our competitor's was, and, therefore, that was the reason why we were being outsold.

After various types of curing tests, etc., on the product, we went back with a more crisp bacon and compared it against our competitor's brand. We were able, through these tests, to bring our bacon up to where we got the preference of the people. They liked the product we were presenting, and from there we went to an advertising program on that product. In other words, the company's thought was that until it had a product that was as acceptable or more so than our nearest competitor's, or the best that we could find, it did not want to put the money into an advertising program. The company did break with an advertising program after that in Milwaukee and did a very fine job in creating demand for our new sliced bacon product.



Unveil and Discuss Accounting Manual

ACCOUNTING PANEL members seated (left to right) are Harry J. Reitz, Reitz Meat Products Co., Kansas City, Mo.; James Connelly, Reliable Packing Co., Chicago; Cletus P. Elsen, panel chairman, The E. Kahn's Sons Co., Cincinnati; John G. Stephen, Arbogast & Bastian, Inc., Allentown, Pa.; A. C. Bruner, East Tennessee Packing Co., Knoxville, Tenn., and John Byron, Louisville Provision Co., Louisville, Ky.

WITH the materialization of a NIMPA dream into a reality—the completion of the association's standard manual of cost accounting—packers now have a mechanism by which known costs can prevent unknown losses, secretary John A. Killick told the audience at the accounting clinic on May 14.

Secretary Killick praised the work of the NIMPA accounting committee, headed by Cletus P. Elsen of E. Kahn's Sons Co., and said that from its experience, and through many hours of study, discussion and hard labor, it has given the industry an accounting manual which could not have been created for any sum of money.

First copies of the manual will be distributed around the middle of June. The price will be \$25 per copy for member companies and \$50 for non-members.

Most of the clinic session was devoted to a description of the manual by Elsen, and discussion of means of putting it to effective use in the industry.

CHAIRMAN CLETUS ELSEN: During this past year I have discussed this manual at four regional meetings. I feel that this is a very good opportunity to tell you about the manual, show you some of the completed pages, and try to show you what we are attempting to accomplish.

I think we might divide the program into two sections, one to be a description of the manual itself; and next, and most important, an inquiry as to where we go from here? What recommendations are you going to give us? What type of a continuing program do you expect?

We are going to have a continuing program. The manual itself says:

"In order to make this a continuing and effective service, there will be a continuing review, study, and revision of the material contained in this manual. In addition the service will be expanded by arranging to answer individual questions relating to the manual or to the subject of cost accounting in general.

"Also, for the purposes of comparison, the forms contained in the manual will be compared from time to time with forms submitted by the industry.

"There will also be a continuous program of regional and special meetings for indoctrination, information, and assistance.

"We feel that the availability of standard forms with which to compare this matter on yields and costs will, alone, prove the price of NIMPA membership, and the accounting service membership. In addition, new sections will be added to the manual as needed."

The manual is a looseleaf book. We have divided it into three sections.

The first section is applicable to the meat packing execu-

tive and the accountant, and gives instructions for the accountant.

The next section deals with the accounting system.

The third section discusses development of costs and figuring costs.

The manual is neatly indexed so that the accountant can refer at any time to any specific section. For example, if you want to know anything about direct expenses, you merely go to the tab on "direct expenses" and you will find the entire section devoted to that subject.

The theme of the manual is "Known Costs Prevent Unknown Losses."

We in America are very good at phrasing ideas of this type. We have heard many times the expression "preventative maintenance." Has the industry ever done anything about preventative management?

This manual has been arranged so that we in the meat packing industry can do something about preventative management.

Have any of you stopped to analyze your sales, for example, to determine how much you would have saved by not making certain sales?

The industry, I believe, is pretty sales-conscious and volume-conscious, but it is not cost-conscious. Most of the accounting systems of the meat packing industry only provide for an overall view or a profit and loss statement. Most of us realize that this is insufficient, and that a departmental breakdown is a necessity. Profit and loss statements, whether we have them weekly or monthly, constitute a historical record. They only provide what should have been known from day to day.

With this in mind we have devised a manual which outlines standard accounting procedure, a departmental profit and loss setup, a standard group of charts for accountants and a recommended way of allocating indirect expenses. In addition, and most important, we have provided a cost section with detailed instructions and forms for determining all packinghouse costs, carcass costs, joint product costs and processing and manufacturing costs.

The usual reaction to most of the things recommended in this manual will be that they are too costly and will take too many people, and that the individual packer knows his costs by observation. The packer may figure that he can make a profit by watching his buying and selling.

Both of these observations are incorrect. The recommended procedures are not too costly. In fact, none of us can afford to be without them.

We are not naive enough to think that we have an-

swered all the accountant's problems for, in fact, we have probably created more. The manual, however, can be the cornerstone for future progress.

The "meat" of NIMPA's program should be to give the accountants in the industry the opportunity to meet with others, whether at regional or at national meetings. We also need the support of the top executives in this industry in bringing about the installation of adequate cost procedures and adequate cost determinations.

We hope, as a result of this meeting and the publication of the manual, that we will be able to get accountants throughout the industry to meet and discuss their problems. That is the best way of defining and understanding some of the things we are trying to do in the manual itself.

Our first problem in determining the kind of a document we should give NIMPA members had to do with the kind of accounting information they need today. There are accounting textbooks on the market and the subject is being taught in universities and colleges. It would have been presumptuous to think that we could cover certain aspects of the subject better than other authors.

Our approach to the subject is different, and some textbook teachers might describe it as "radical." The manual is not a textbook which should be used by beginners in the accounting course. In the past emphasis has been placed on the idea that every packer should adopt a departmental system, so that he can determine his profit and loss by departments and know which departments make money and which are unprofitable.

We agree with this concept, but we go a step further.

We say it is more important that the departmental system should supply the packer with information needed to determine the costs of the products he turns out. After all, how does it help a packer to know what his profit or loss was five or six weeks after the fact if he did not know how to correct it at the time?

Knowing individual costs does not always guarantee a packer sales with a profit; however, it should certainly help him to reduce his losses to a minimum.

Knowing his profit and cost is not sufficient. The packer must also know the realizations on his products. The manual is directed toward developing accounting records so as to figure costs on a daily basis.

Unlike other accounting books used as texts in colleges and universities, our manual does not make recommendations on books of original entry or devote space to the handling of accounts receivable, accounts payable, cash records, filling in invoices, etc. It was felt that this was not necessary since each company must have an accounting system of some sort. What we have recommended in the manual can be adapted to the books of original entry, etc., which the packer is now keeping. He need not necessarily adopt the complete manual. He can take various sections out of it, and probably put some of them into effect today.

A program of this type is something which you cannot, if you do not have anything today, put wholly into effect tomorrow. It takes time and we have taken that into consideration.

Do I have to have a certified public accountant to operate this system?

The answer is: "No." It does, however, require a good accountant who can more than pay his cost in what he saves you.

One of the important points in any system is that the accounting records should reflect the actual expenses for a given period. Therefore, we recommend that accountants set up their accounts on an accrual basis. For example, if we close on January 31, not all the bills and expenses are in as of February 1. However, it is important that we close and get the results to management as quickly as

possible. Therefore, in many cases we must estimate or set up an accrual for expenses, etc., which are not available on the day of closing. We recommend in the manual that the accountant make an accrual entry at the beginning of the month to set up expenses for invoices not received, and then reverse that entry at the end of the month, taking the expenses out of the new period and putting them in the period where they belong.

The cornerstone of the accounting system is the classification or chart of accounts. In this chapter of the manual we have attempted to set up the beginning of our standard accounting system. We have classified and listed in detail the majority of types of expenses which the average small packer will incur. We have set them up in definite classifications, and have itemized them: first, materials purchased; direct expenses, sub-classified into labor, supplies and packages and miscellaneous direct expenses; indirect or allocable expenses, including overhead, shipping, selling, and delivery.

In addition to these expenses, we have sales accounting, non-operating income and expenses, also assets and liabilities.

The important point about this is that we use this same grouping in all of our cost calculations. Any references in the future, whether on profit and loss statements or cost calculations, will always use this classification of accounts.

I think the average accountant will use this to find where to charge these various expenses.

This will not enable us to achieve uniformity. Several years ago there was considerable discussion of gross margin in the meat packing industry, and what the average hog slaughterer or integrated packer should have in the way of gross margin. Unless we are talking the same thing, and the same classification of expenses and accounts, that type of comparison is meaningless.

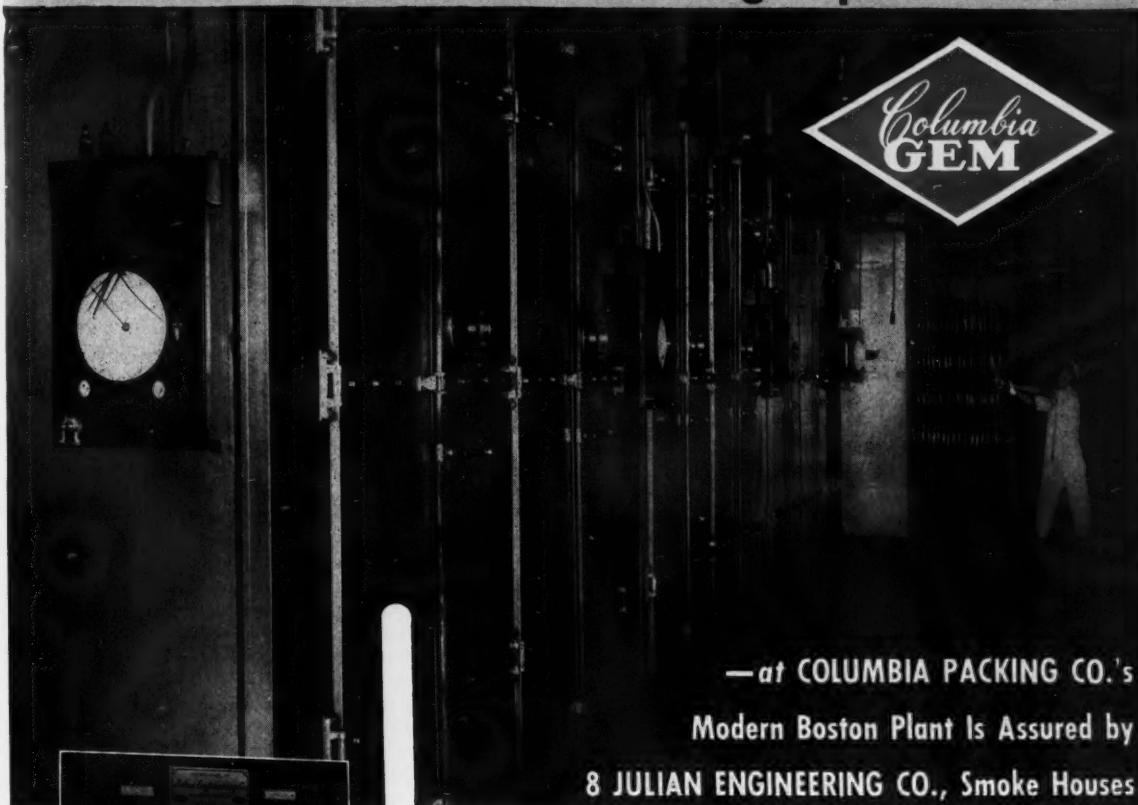
For example, some suppliers, in attempting to sell us equipment, have quoted a labor cost figure at a basic rate per hour. They forget the fringes and the employee benefits we pay. We must add all of these to our labor cost and, when we do, we get an entirely different picture. Maybe it does not even pay to buy the equipment when we get the actual cost figures. We have devoted an entire chapter to labor cost.

Another common practice in the past, especially among practicing certified public accountants, has been to deduct freight delivery service from sales. Sometimes they leave truck and other local delivery expense in with selling expense. Obviously, if one accountant is going to deduct

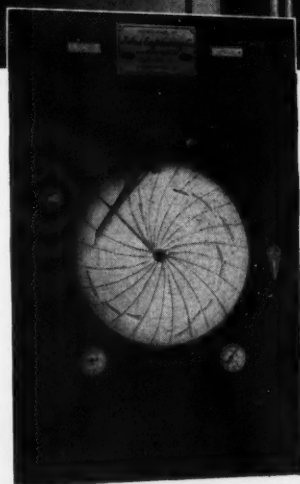


PROJECTIONIST gets ready to flash accounting charts on screen during presentation on the new standard manual.

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delivery expense from sales, and another leaves delivery in an expense account, you won't have a basis for comparison in talking about gross margins.

Many accountants in the industry will take certain expenses, such as those for bacon wrappers and lard cartons, and put them in with material costs. They have these items in material cost and we have them in packaging expense. Again, we get an entirely different picture.

One section of the manual covers the transfer of material from one department to another. This step has always been given as the excuse why the smaller packer does not have a departmental accounting system. He believes that there is a tremendous amount of unnecessary work involved which he is unable to do.

The manual shows how some of this work can be simplified.

Some accountants today recommend transferring a product from one department to another at the cost which existed on the day of transfer. They follow that cost all the way through until it finally comes out in the finished price. They can make a million entries that way.

We show the packer how he can simplify the process.

If we are going to have a departmental system and know product costs, we must know what our expenses are in the various departments. The chapter on direct expenses shows how to get them.

Many small packers have one killing cost for cattle, calves, lambs and hogs. However, to know results he is not only going to have to transfer product, but he must keep his expenses in a reasonable manner so that he knows what the costs are for the different divisions.

We show how to determine standard hours for an operation and, by dividing the total standard hours into the hours themselves, we come up with a percentage factor which we use to allocate the expenses for that department. Cattle, calves, lamb, and hog slaughtering will be covered by such a formula.

We have a form for labor transfers, as well as a weekly payroll report.

Another form in the manual shows recommendations for distribution of payroll and for distributing the fringe expenses and employee benefits. The manual contains a chapter explaining how to handle the fringe labor expenses.

"OUR WORK is partly done," says Cletus P. Elsen as he shows accounting manual to (left to right) A. C. Bruner, East Tennessee Picking Co., Knoxville, Tenn.; James Connelly, Reliable Packing Co., Chicago; Emmett B. Hahn, Mauer-Neuer, Inc., Kansas City, Kan., and John Byron, Louisville Provision Co., Louisville, Ky. Prospective buyers of accounting manual in right photo show interest in the sample copy.

For example, we show that it is not necessary to make detailed entries throughout the month, or each week of the month, for each labor payroll. It can be accumulated on the journal entry, and, at the end of the month, we make one entry to the general ledger department under the total payroll column.

One of the reasons why we have terrific differences in cost figures within the industry is the failure to handle uniformly the various employee benefits and fringe costs. For example, some accountants will recommend putting overtime, vacation time, holiday time, social security, unemployment and workmen's compensation, etc., into overhead.

We take everything that is labor and put it into labor.

I think it is difficult to get two accountants to agree on anything, but I believe most modern accountants agree pretty much in principle on some of the things that we have advocated in connection with the allocation of indirect expenses.

We use various methods to allocate indirect expenses: percentage of sales weight; percentage of payroll; investment in buildings; investment in machinery, equipment and buildings; investment in buildings and machines, and inventories.

We recommend that general overhead be allocated on the basis of payroll dollars, although some accountants may say it should be payroll hours.

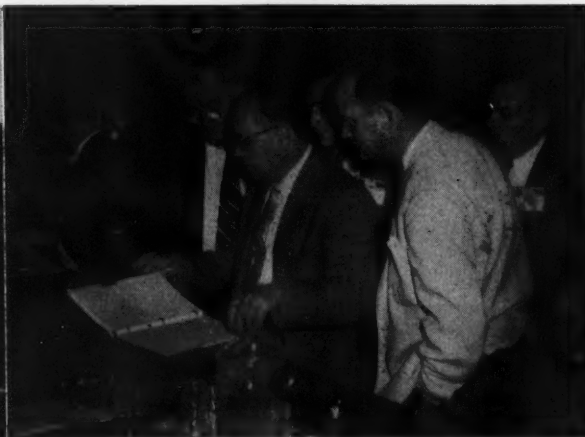
For the distribution of depreciation, and your investment in buildings and equipment, and as far as taxes and insurance are concerned, we recommend the percentage of investment in buildings, machinery and average inventory.

Here is another shortcut which we are advocating. We say, determine an estimated budget or estimated expense on an annual basis. Estimate these expenses at the first of the year. Then allocate those expenses on the basis of your production which you will estimate, also, for the next year.

We advocate the use of the same percentage allocations throughout the entire year, not changing from month to month with volume.

We limit the departmental profit and loss statement to five departments rather than spreading it out further. You can of course, make a very extensive profit and loss statement and show a lot of detail in it. Although the details of expenses should be in the subsidiary report, the bosses are really interested only in the figure down at the bottom. So, why go through the work to make an elaborate distribution of some of these expenses, showing unit cost carried out to the fourth decimal.

In the chapter on costs in the meat packing industry, we



have attempted to cover all types of cost calculations. We have four basic divisions:

Cost of dressed carcasses, derived from livestock slaughter; joint product cost, such as derived from cutting up hogs and breaking beef into primal cuts; costs of processed or manufactured product, such as sausage, sliced bacon, etc. As the fourth group we cover conversion costs, such as those experienced in converting primal cuts into others; reduction of cuts to smaller averages, and selling products as edible versus inedible.

We point out how the elements entering into the cost of the product can be defined and classified as we outlined in our classification of accounts.

We emphasize that in order to determine product costs you must take into consideration such items as by-product yields and values, finished yields, salable weight and selling price.

In the manual we go into considerable detail explaining how you should determine product yields; how you should determine transfer values; how you should determine inventory values, and some of the pitfalls which many of us overlook in determining yields. For example, yields are not necessarily just exactly what comes out of the smokehouse, or out of the sausage room.

When we figure packaging cost per thousand units we must remember we are going to have some waste and obsolescence loss for some of the packages.

I believe we are advocating quite a few new things in one chapter on hog costs. We point out the importance of knowing what your dressed carcass costs are for hogs. A lot of hogs are sold today in carcass form. A lot of packers sell their hogs on the denominator basis and a lot of people buy on that basis. How many packers figure what the dressed denominator hogs cost when they buy them as compared with what they would cost if they had killed them?

In connection with control of live hog buying we suggest that you analyze your purchases by weight classes and types rather than by using a simple average of live weight.

The small packer isn't going to be able to figure every lot of hogs he buys; but periodic analyses will make him conscious of the fact that there are certain things you look for when you buy hogs. Knowing this, he may make periodic checks to see what kind of a job his buyer is doing.

We point out in the manual that the packer should figure a hog test on every lot and on every average of hog he buys. One test cannot cover all purchases. We should buy them on the basis of weight ranges, and we should make enough tests to know what the yields are on the different weights.

Prices used in our tests should be actual realizations. We should not go to the market quotation and set up values on the basis of those figures.

We have an entire chapter devoted to determining cattle costs.

We advocate that the packer should not buy cattle just in droves or lots, but should attempt to buy them as nearly as possible to conform to the various grades and classes.

The only way you can control your buy is to know, on a day-to-day basis, what your various lots of cattle cost you in relation to what you are going to be able to sell the meat for.

The manual shows you how to prepare tables of standard yields, costs, by-product credits, etc. which can be condensed into a four-page folder that the cattle buyer can utilize. He can put it into a clear, plastic cover, and he can carry it around in his billfold. It will enable him to determine very quickly the cost of any particular drove of cattle.

The first place to control all cost is at the source, and that is when you buy. You can lose a lot more money by buying stock incorrectly than you can in selling the meat. If you buy cattle, and you make a 50c mistake, that is 1c per pound on the dressed meat. You have difficulties when you get out of line by 1c in the dressed market.

The section on product cost is probably the most important one in the manual. Many of us are selling our products in relation to our competitor's costs, without knowing what our own product costs are.

"Conversion differential" is a common expression in the industry meaning that we can process ham for X number of cents per pound; that is, the conversion differential between a green ham and a smoked ham would be X number of cents per pound. Buyers will sometimes come to your house and tell you they want to buy hams on the basis of X number of cents over the actual market quotation. Unless you know all your costs involved in producing this product. You are "shooting in the dark," and it is a good way to go broke in a hurry.

Quite a few accountants in the industry today were shocked when they determined their actual costs on in-

EXECUTIVE SECRETARY and first vice president of NIMPA, John Killick and John E. Thompson, are oblivious to photographer during board of directors dinner.



dividual products. They went to the sales department and told them, "Well, this is what it cost to produce a ham, and this is what it cost us to produce a sausage item."

The sales department's first inclination is to say, "Nuts! The standard differential between the green and smoked markets is a whole lot less than you are telling me."

At that time it is up to the accountant to demonstrate he has a little backbone. I am afraid that is something a lot of the accountants in the industry have not had.

In using the sausage yield form, one of many in the manual, we point out that all yields should be based on the total meat going into the formula, not the total including spices, casings, ice, and water.

Meat packers often come back from conventions and report that Joe Blow is getting a yield of 13 per cent on wieners, whereas the company is only getting 10. Then the boss wants to know what is wrong with his production department.

If we all figure our yields in the same way, and we use a form of this type as a basis for talking the same language, we can refer to line so-and-so on the form. How have you arrived at your yields? How have you arrived at your departmental labor cost? What is included in your departmental labor cost? What are your yields at different stages of processing?

Conversion cost is something which is often overlooked. We should know, from day to day, whether it is more profitable for us to cut shoulders as New York shoulders, or as picnics and Boston butts, or have them go into trimmings.

We have a conversion form in the book on pork loins dealing with the alternatives of moving them as bone-in, green loins, boneless loins as Canadian bacon or straight boneless loins.

Sometimes during the year the market for 12- to 16-lb. loins may be way out of line with the 8- to 12-lb. loins. It may pay us to sort out all of the 12½- to 13-lb. loins

and use a man to trim off the extra pound of fat so as to get them down into the 12-lb. range.

Unless we make these calculations from time to time, and unless we have forms in the manual, we cannot do the most efficient job.

Another decision we must sometimes make is whether to sell a product as an edible item or tank it. One manual illustration deals with pigs feet and the factors involved in the decision to save and sell them or put them in the grease tank.

Two pages in the manual show standard lard yields of various parts of the hog. Here, again, is another field in which the small packer finds himself almost helpless since he does not have test tanks. How does he know whether his material actually yields 65 or 75 per cent lard? If he figures it yields 75 per cent lard, he is likely to come out with a big headache since it may yield closer to 65 per cent.

We would have had to put a lot of these yield figures in the manual to cover the entire range of product, and they undoubtedly could be revised. You must also remember that they do not necessarily apply to your own company.

What can we do after you get this manual into your plant?

The committee members cannot lead you around by the hand, because all of us have work to do. I believe that the most good would be accomplished at regional meetings where the accountants actually get together away from their bosses.

STEPHEN: I think it might be well if we gave them the benefit of the committee's discussions on this matter.

After the manual goes out in the middle of June, we allow your accountants or bookkeepers a month or so to study it. Then we might set up some type of meeting, either regional or perhaps on the national basis, where they could come and bring their questions with them. The committee could sit down with the accountants and bookkeepers to answer many of their questions and give them help.

PACKER: What position do you take on tying in depreciation with your actual book figures? For instance, you may have a piece of machinery that is fully depreciated and still in use.

PANELIST JOHN STEPHEN: Your depreciation, like any other item, should be tied into your general books. Where you have a piece of equipment that is fully depreciated, you cannot take depreciation again, and you will have a lower cost on that particular item. The aim should be to have your depreciation run out just about the time you will want to get rid of the equipment.

I think you will find that under the new regulations, in which the Treasury is allowing various methods of depre-

ciation, it will require that some salvage value be applied to each piece of equipment before you set up the new depreciation rates.

PACKER: There is one thing I would like to know, and that is how you tie the system in with your present office force? There are various methods of handling accounts receivable and other things. Are you going to give us any method that is more up-to-date, in the sense of a shortcut, for handling these different things in our office?

STEPHEN: That was the idea of having these meetings with the accountants and bookkeepers. We realize that each packer has his own individual problems. Perhaps we can help solve them if they bring these problems to the meeting, and members of the committee could sit down with them and give them what help and suggestions we can at that time.

BRUNER: One of the greatest problems that you have in an office is trying to be sure that you have up-to-date equipment to do a job. I just want to use two illustrations of what we have done in the past few years.

We once did all of our sales analysis on comptometers. We bought a machine which cost us a little money, but we figured we paid for that machine in two years by the reduction of the force.

More recently we bought new equipment for billing, and we were able to pay for this new equipment by reduction of office force within three years. The equipment will last us 10 or 12 years.

PACKER: I would like to ask, in taking monthly inventory and establishing profit and loss, how many items do you take? I refer to merchandise and supplies. Would you recommend taking the full inventory, or take your book inventory?

STEPHEN: I would take the only item that I think would be important and that is the book inventory.

CHAIRMAN ELSER: Definitely it should be checked. Obviously you are not going to be able to go down in the cellar and weigh a whole pile of hams, but at least you will have lots. I think some physical check should be made, even though you do not weigh all the trucks. For smoked hams you may take the number of hams and multiply by the group average.

The same thing is true on supplies. The book figure should be checked once a month. It may not be practical to check it at the end of the month on supplies. You may have a continuous schedule of supply inventories throughout the month.

PACKER: On inventories, what is your recommendation on the curing cellar in connection with pricing?

BRUNER: I would like to give a partial answer to that. You have several general theories of pricing inventory. You have the LIFO method; you have cost or market, and you have others. I presume that most of you use cost or market, whichever is lower. So, if you are talking about pricing cured meats you have your fresh pork prices. You know what they cost you. You transfer them to curing, and you have a markup there. Whatever the fresh pork price is, plus the cost of curing, would be your curing markup.

If you are accumulating product you price it at cost or market, whichever is lower, with the provision that if your market has gone up you may add $\frac{1}{4}$ c each month for the cost of storage. If the price goes down, you cut the value down to the market price. However, when it goes up, you can never take any more than the actual cost of keeping the meat in storage.

CHAIRMAN ELSER: After polling you it seems that the consensus is that we should have a national meeting of accountants in Chicago. I think a meeting of this type would develop enough questions, etc., that it would make the later regional meetings much more interesting.



ATTENTIVE AUDIENCE at sales management meeting is all ears as virtues of "team work" are recounted.

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SAUSAGE makers might well borrow a psychoanalyst's couch, or at least commence using more psychological tools. There are a lot of "whys" as well as "hows" and "whats" to be answered in order to run a sausage business efficiently, panelists brought out at the sausage session. The clinic dealt primarily with consumer and employee motivation. Scott Petersen, jr., started the discussion by describing how his firm has been trying to establish its identity in Chicago.

CHAIRMAN SCOTT PETERSEN, JR., Scott Petersen & Co., Chicago: Advertising and promotion are our first topics. We are quickly coming into an era where everything we make is going to bear our names, and the personnel relations, the public relations, the advertising and the promotion that we do becomes so much more important. None of us wants to waste a dollar in advertising, and you know as well as I how easy that is to do. So I would say, to begin with, that the basic thing that is involved in each one of these subjects is knowledge.

Have you got a knowledge of your costs? Have you got a sales realization? Do you know what the quality is you are trying to produce and what your yields are? It is a real encyclopedic thing to try to run a plant and keep all of that knowledge present, but it is an absolute necessity.

If we were starting, for instance, to discuss advertising, I think we could very well ask ourselves these questions:

"What do we know about the procedure we want to follow? What is our advertising theory? How is it related to our product, our plant, our area?"

It is easy to go out on one limb on this program and another limb on another program and not relate them, and then later wonder why this \$15,000 program did not show any results in sales. That could be because we have not analyzed the thing and acquired an understanding of it to begin with.

In all these cases, the natural thing is to go to your own specific problem and then see whether there is a generality that would apply to the rest of you. Consequently, if we up here, in turn, should talk in terms of our own problems, you will be able to see the generalities that would apply to yours.

In our case, for instance, a few years ago starting with very little volume and a completely unidentified selection of products, with a small but very good reputation, we wondered just what should be the beginning.

With that in mind, we analyzed what we thought were general trends in current sausage advertising. I found if you crossed anybody's name off an ad or left it out of any radio commercial, you could just as well be advertising "X" sausage and nobody would know the difference.

This is certainly not confined to us; I think the national packers and the international ones are guilty of the same thing. Merely block out the name on any newspaper ad you see and then try to tell yourself whose ad it is. It looks as if everybody is trying to be anonymous. I think that stems back to some ignorance about our own business.

There must be some characteristic that defines your business, otherwise it wouldn't have grown and it wouldn't be where it is. The thing to do is to find it, emphasize it, identify everything you do with it, and never spend a penny in any direction if it doesn't reinforce the basic theme, the identification of your company.

In our case, for instance, because we have grown from an almost completely Scandinavian supplier to Scandinavian areas in Chicago, known for high quality smorgasbord type of dining, it was natural for us to use that as a theme in our promotion and advertising.

Then, I remember coming across a comment that everybody likes to look at a pretty girl. I thought that was very logical and that perhaps we should get off on that foot. However, psychologists told us that more than a pretty girl or a bathing beauty, people will look at the picture of a child. There is actually more psychological impact in the average person's mind in the picture of an attractive child than there is in a Bikini bathing suit.

We adapted a little girl with pigtails. She is dressed in a traditional costume. People call her Dutch more than Swedish, and without much variation she could be Polish or German or what-have-you. That was the theme we found that could identify each one of our products, a pretty little girl with a platter of sausage over her head. That became the springboard that we used.

Our firm had a fine reputation for high quality and not very many sales, so we thought the best thing would be if we could capitalize on what everybody who knows us knows to be a high quality reputation.

If you go into the newspapers, generally it is hard to get a quality impression in black and white. When I look at the line charges for color pages, that is when I feel like getting into some other business immediately. However, we decided to make a stab at it, and we tried it.

In our case it seemed logical to pick full-page, full-color ads in the *Chicago Tribune*. This was way out of line with anything that a company of our size should have undertaken. However, the ads were designed with a quality idea, as handsome a display as we could get, a subtle approach to the snob appeal, if you want to call it that, so if the people had our stuff in their store, they might use such an approach.

I know there was great excitement in all the agencies in Chicago the first day the Scott Petersen ad came out in the *Chicago Tribune*, because most of them to that point were scared about that type of thing.

They would say, "Get your name as big and fat as you can. It doesn't matter what you say. Just put your name there."

Our space had enough copy in it so if people were interested, they could find something concrete. We knew the casual reader would see the name and turn the page, and that would be about all you could hope to get out of him.

We found, as a result, we did get some snob appeal, and it was surprising to me on our first approach to Marshall Field & Co. that the buyer said, "We are delighted to see you." I am sure before that ad appeared that the buyer at Marshall Field would have said, "Who are you?"

That is something you might consider later on in your



EXHIBIT HALL is beehive of activity as workers crate heavy equipment for the trip back home. Sales representative and company officers pitched in to help get homeward bound.

own advertising programs, remembering that your package must look like your ads. The promotion you do should tie in with it. These things we hear all the time, but it is the specific analysis of our own problem that we must really look at.

RAY SCHWEIGERT, Schweigert Meat Co., Minneapolis: I had a very interesting experience a few weeks ago at a national convention in Hollywood Beach, Fla. The topic was, "The World Around Us." At our work shops and clinics we had several sessions on human relations and intra-plant problems.

I naturally was very much interested. That is why I attended these meetings. Having many problems myself, and attempting to develop a good working team after a sad experience I had about a year ago with a plant superintendent, I decided there was something wrong with me. And I found out at this meeting that it was nobody else's fault but my own.

I am probably rather new in the industry, being in the wholesale end of the meat business only seven years. I found out I just didn't know how to handle people. Nine times out of ten I would say that most of us do not take the time to analyze an individual's problem, and we do not take the time to listen. We are giving too many orders all the time, and we expect these people to jump every time we snap our finger.

I would like to discuss the human relations angle of handling personnel in our plant. That is, from management all the way down to the floor sweeper.

We are in the process of developing a good sound human relations program. We started this out by sending 25 of our people to a human relations clinic of L. Spencer in the East; and I think he is one of the best I have ever heard. He was working mostly on the angle of sales, developing human relations, and handling the accounts of the customers. Not that we don't need it on sales, but we applied it mostly to our plant problems of developing a good working team.

One of the statements Spencer made was this: "Four out of every five people do not get fired because they don't do their job well. The reason is because they do not get along with the guy working with them."

Analyzing this, we found it is true. We had to dismiss a man a few weeks ago who had been with us for 12 years in a retail operation which we formerly had. It hurt me terribly to dismiss that man, but he was one of the fellows who had been around the place too long, who figured he knew everything and that nobody could tell him anything. He was not working with the group, and he was not a part of the team. He was just not getting along with his men and carrying out the responsibilities which were given him by his superiors.

This is quite a broad subject, but I have tried to apply some of the things we learned down there to our own industry. One of the things that really amused me was the personality tests a lot of the plants are offering their people to really figure out if they fit in the organization or in a particular group.

I had the opportunity to take this personality test, which is called the ADA. A friend of mine gave me the test. He had spent three weeks in school attempting to find out how to operate this test properly, and he had given it to his personnel manager also in order for him to be able to pick out the right type of people for the right job.

The test takes only about ten or 12 minutes. At the end of that time, there is a question and answer period for probably another ten or 15 minutes. To be frank with you, I thought this fellow was a fortune-teller. The reason was this: When he got through with me, he told me everything about myself that was a secret. I thought nobody else knew those things about me, but he told me all about them.

Therefore, I decided definitely to take this course and to apply it to my people. Here is the reason: In relating the experience with this personality test, my friend, who is president of a firm, informed me that in one instance his plant superintendent came up to him and said, "I have trouble."

He said, "John and Joe . . ." and the president interrupted, "I know they got in a fight down there."

The superintendent asked, "How did you know?" The president said, "I just checked their tests and they are at extreme opposites as far as personalities are concerned. They will never work together, and they should be in different departments."

What these people do is try to place people in departments who will get along together and work as a team. There might be different personalities that work in one section or another section, but people who work together as a team are going to do the job for us.

I think that has a large bearing on our industry.

Another thing we discussed in our company was our organizational charts. One of our faults is that we do not follow along on it, although we do delegate authority to individuals. We are in the process presently of having an organization chart made up so that everybody knows who is responsible to whom and how they are going to do their job.

We are giving each person a job description, outlining in full the details as to what the responsibilities are and what to expect of them, so that there will be no overlapping of responsibilities and we can avoid problems. We have a period set up for accountability, where we feel the people should account for what they have done at a certain time or day of the week, at which time they will report to the people who are their superiors.

Another thing we are trying to do is not take the job away from a person. For instance, if a man has a very fine idea and he comes up and presents it to you, and you don't take time to listen but say, "I will do it my way," that is not good.

I know we all make mistakes in that we do not take time to listen to individuals and give them a chance to use their own heads.

One of our men had a real terrific experience, and this happened to me, also. I came home from vacation and three or four people came running in with papers saying, "What are you going to do about this and that?"

Many times our men would have given them fast answers and fast judgment, and in many cases, while I was gone, the judgment might have been wrong.

What do you do in a case like that? This particular individual had a rubber stamp made. If the questioner does not have some kind of a form where he has his problem written out, the supervisor pulls a sheet out of his desk and puts this great big rubber stamp on it and asks, "What do you recommend?"

Then he sits down and listens. Many times something much better is recommended than management would have thought of.

At the same time, our man has another stamp which reads, "Go ahead and do it." If he doesn't feel a recommendation is right, he will sit down and discuss it.

We also compliment people on jobs that are really well done. I feel sometimes we are so busy with everything going on all day long that we do not recognize the people that are doing a good job for us. Although they are getting paid for it, we should compliment them. These compliments will do a lot towards developing a good working team.

If we do a good job of communications, we are doing a good job in delegating authority, and it will benefit us all.

Pension and profit-sharing programs are another thing

that we have looked into, and we have started a program.

In our sales organization, we have different salesmen conduct a meeting every week. We make them feel a real part of the organization. The salesman starts a meeting and he has his meeting outlined. We give him the subject we wish to have discussed, and our sales manager will intervene if necessary, but otherwise we ask the salesman to carry the ball.

In that manner, he feels he is an integral part of the organization and that whatever he does is helping in a large part his promotion to a better job.

CHAIRMAN PETERSEN: You said something about this training program in personnel analysis. Are you going to be your own personnel officer to handle these things?

SCHWEIGERT: I intend to be because I think I would gain quite a bit of knowledge myself in taking this course. This course involves training of two weeks to begin with. Then, you come back to your plant and operate about a month or six weeks. Whatever time you designate, you go back with your problems, the things you have run up against, and then take a refresher course for one week.

I feel that I would like to take it. It is very interesting to me. Actually, it is psychoanalyzing people in a very simplified form. I might add this: There are approximately 50 questions that are asked, and then keyboards are placed over the sheet, and out of the sheet you form a chart. The chart is in three sections. If somebody is trying just to make an impression on you and attempting to show how good they are, that and that alone, they will foul themselves up on this particular test, because many of the questions are asked in different words, and actually they are repetitious and very catchy. I feel that it is going to do our plant a lot of good.

HAROLD M. MOYER, C. D. Moyer, Silverdale, Pa.: First of all, I would like to find out from you folks what some of your questions are.

What kind of sausage does your particular trade require? Is it a high grade of sausage, or what type of sausage are you trying to make for your customers?

PACKER: At the panel last year, the term "quality sausage" was brought up. Since at that time they didn't reach a satisfactory answer, I wonder if the 12 months since then have brought up anything to light that will define a quality sausage? I know that Mr. Petersen has some ideas regarding the presence of milk powder in sausage, and perhaps he can shed some light on this.

CHAIRMAN PETERSEN: Generally speaking, it seems to me that the quality of the sausage you make depends somewhat on the taste in the area and the general characteristics of the neighborhood in which you operate. I would guess that the difference in cost between an average or a poor grade of sausage and a high grade of sausage is much less today than it has ever been.

This is a very rash guess on my part, but we all know what a great portion of our experience is today with regard to the expense of the day laborer as compared to what it was.

I think you will find as volume increases, that you can afford to make better sausage. I think you would all agree that generally the quality of sausage today is higher than it has ever been, and certainly, there must be some reason for the increase and consumption of sausage related to the fact that there is more quality sausage being made.

You can make good sausage with milk powder, and you can make it cheap, and you can make junk that is all meat. I think that depends on the taste that your customers are accustomed to in the locality that you are in.

The subject of milk powder is controversial, and it is in a state of flux as far as the regulations are concerned at this point. Quality, I would guess, is not necessarily related to the milk powder content at all, but to the general

characteristic of meats that you are putting into sausage.

PACKER: One important thing is that with good sausage you should have good merchandising. If you make it as good as you know how and package it correctly, you are on the right road. You may use milk powder or not. It makes no difference. As long as the customer accepts it and likes it, that is what counts.

JAMES A. BEAVERS, JR., Beavers Packing Co., Newnan, Ga.: I would like to ask Mr. Schweigert one question concerning personnel. In the sausage making business there is a lot of hard work. How can we attract good people to come in to train for the future of this business? It is getting to be so technical and it is hard to pick up the first man who comes along to try to train him to be a future sausage maker. We need people with education.

SCHWEIGERT: All I can say is what we are attempting to do now, after a rough experience a year ago. We are training younger people, and we hope this personality test will produce results.

I don't feel that I am qualified to interview a man and find out what goes on in his mind in addition to what ability he has. He may have a great personality, but inside something may be going on that you do not realize. When you are bringing a young fellow in, be sure you have the right man. Test him thoroughly, and then give him the go-ahead sign with some type of incentive program.

What has been your experience in hiring people, hiring prima donnas for middle management positions, and how do your people, who feel they are qualified, react to such a program?

My answer to that question is that we refrain from hiring prima donnas, unless a certain one happens to be quite a man, but I would like to have somebody else answer this. It goes along with the last question as to how to train people. Are you going to hire a prima donna to come in your place and disrupt your organization, possibly, or are you going to bring a fellow up who has been with you a long time?

CHAIRMAN PETERSEN: This is a problem that is particularly important to smaller plants. In a place such as ours, if you hire somebody from the outside and put him over a group of men who have been there for some time, particularly in the sales force, you really have a problem. This goes back, of course, to the source for people.

It seems to me if you want to integrate somebody into your plant for a position that is going to be over people who are already there, if you can do it with some finesse, that is another thing. Although he may understand his future career, he may have to come in and perhaps be a sales trainee for awhile. Maybe he will have to run a truck for awhile. If he is as good as he was when you hired him, he will start making the record in whatever department he is after a short enough space of time, so that when he starts moving ahead of people who may have been there longer, they have no legitimate gripe.

Fundamentally, people will recognize that if a man has been there and has done an outstanding job, whether it is a short or fairly long space of time, he no longer is an outside agent coming in who is resented. I have made that same mistake myself.

You hire somebody who you think is a real hot shot, and then you will find the entire outfit up in arms against the man. He has a couple of strikes against him unless he is a particularly clever operator himself, and there are not many people in that category. If you can integrate him into the place slowly, I think you will have a lot less trouble.

SCHWEIGERT: That is right. I have another question here also. I know many of you people have the pension, profit-sharing programs in your organizations, some in key

management, and some all the way down in the plants.

My question is this: How far should we go in informing our people of what is going on? The reason for this question is that in order to create enthusiasm and good working teams, certain people should be informed.

CHAIRMAN PETERSEN: Generally speaking, the more information your people have about what you are planning and what you are doing, the better off you are. I am almost coming to the conclusion that this even goes for the profits you are making, even if you are a family held or closely held organization.

Your employees think you make more money than you do, anyway. When you get into a profit-sharing system, which we are planning to do, then the profits the company makes become vital to those people, and the information has to be given.

I think as soon as the profit-sharing plan starts to work you are going to have to do some selling. If you want a profit-sharing plan, your people are going to have to understand it and accept it, and it will take some real selling on your part.

You may think you can go out and say, "Okay, boys, we are going to split the profits with you," and everything will follow perfectly. They have to understand that profits may have to go at times into expensive machinery and the plant overhead. They have to understand what their individual efforts can do to make their share of the profits of some importance. I will guess, too, that in the first few years of a profit-sharing plan, you won't find a lot of interest in it because the money hasn't started to accumulate.

From what I have been able to learn of profit-sharing plans, they sound like good things to me.

I started out by thinking we would have it only for supervisory people or sales people, but at this point we have come to the conclusion it should be plant-wide and that it should be non-contributory.

That is a big question as to whether a profit-sharing plan should be contributory or non-contributory. If it is non-contributory, you have no question about who wants to be in and who does not want to be in. There are many tax advantages to a profit-sharing plan.

You can vest them after three years of service, or five years, or 20 years, or you can make it progressive, so that if a man leaves after he has been there for five years, he only gets 25 per cent of what was put in the pot for him.

What happens then, of course, is



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that the rest of it accrues to those people who stay. I think and hope we will find that the better people have a tendency to stay longer, because these things are usually based on the amount of compensation that they have been getting.

Furthermore, in a family held or closely held organization, the people who might eventually get the best deal out of it are the longer term employees. If you have a bunch of relatives on the payroll, it means the family gets that much more of it when the thing eventually pays off.

A profit-sharing deal, it seems to me, should be based on a pension system, whether it is self-insured or otherwise insured. That is another question I have not yet solved, but I think you will find your employees will do better if you can make this a pension type of deal, because then they will start drawing the money in the days when their retirement income is lower, and they will pay a lower tax on it. I think if you can withhold payment until retirement date, you will find you will get better workers, and you will find that they are better off in the long run.

SCHWEIGERT: I would like to tell you what we have done in our own organization as far as the pension, profit-sharing plan is concerned. It is the finest thing we have done to create enthusiasm and spark the public relations and human relations programs in our organization. We have limited it to salaried and clerical people only. It appears the government won't recognize anybody in the union belonging to a group such as this; and besides, the union might write it up in its contract after the plan has been in for awhile.

Our people are not vested until they have ended a period of ten years. After they have been there for five or six years they get 10 per cent, and after seven years it is more, etc. If they leave the company prior to that and go to some competitive firm, they lose all their rights. If they should get sick or disabled, they are vested immediately.

Our people contribute 3 per cent to the pension program, and we contribute the same, which gives them 6 per cent on a life insurance program annuity which they receive immediately after they pass their examination.

At the end of 15 years, the profit-sharing amounts to 15 per cent of the salary as combined with the 6 per cent. They can receive up to 21 per cent of salary which is set aside in the same type of an annuity program and retirement program, also. At the age of 65, employees are auto-

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matically retired, unless they signify the desire to stay on and work.

The reason this came up is because we had a bonus situation in our plant for a long time. They wanted to have something to put their teeth into. Every year we had to decide how much to give them, and so on. This way, they actually know what they are going to receive, and they have a goal to work for. We have had the new program in force for about a year now, and I am very happy with it.

Enthusiasm has been created as evidenced by the work they have done. Emergency overtime, for example, has brought no complaints.

PACKER: Do you have an age limit for people to qualify for this plan?

SCHWEIGERT: Yes. The man has to be with us a year or more and be 25 years of age.

PACKER: And the maximum age?

SCHWEIGERT: Sixty-five. Girls have to be 30 years of age or more, and have to be with the company five years.

PACKER: What if they are 55 years old?

SCHWEIGERT: If they are fully vested, they can take out whatever they have in there and retire. They can retire at any time they want after they are vested.

PACKER: As I understand it, your management personnel does not have to belong to a union?

SCHWEIGERT: I didn't say that. Some have to belong to the union, but in our contract in Minneapolis, if they make \$100 a week or more, they are salaried employees.

PACKER: When you put this profit-sharing plan in, did you tell employees that the bonus deal was out and now you



PANELISTS at beef committee meeting Harry J. Reitz (seated) of Reitz Meat Products Co., Kansas City, Mo., and chairman Henry Neuhoﬀ, jr., Neuhoﬀ Bros., Dallas, Tex., concentrate on grading comment from floor.

were starting a new profit-sharing plan? Or was the profit-sharing plan on top of the bonus that they had expected?

SCHWEIGERT: We eliminated the bonus entirely. The profit-sharing depends upon how much money they make, what their salary is. Like I said, they can draw up to 15 per cent on the profit-sharing. They contribute 3 per cent for pension and we contribute 3 per cent, so at the end of a period of some years, 21 per cent of a salary

going into the program is quite a chunk of money for them.

PACKER: Did the Internal Revenue Department pass that without giving hourly employees a chance on it?

SCHWEIGERT: They recommended it as is.

BEAVERS: What is your experience with the distribution of these profits put into a pension fund, as compared with the immediate distribution of the cash?

SCHWEIGERT: That is a very good question. He wants to know what the opinions of the people were in getting the profit-sharing where they don't receive any cash whatsoever immediately, in comparison with the cash bonus they did receive. We had a few repercussions, and employees could turn this thing down. One man turned it down, and he is still on the cash bonus set-up. It is not forced upon them. It is open to them if they want it.

They can have their choice, but you have to offer it to them, according to the government regulations. It is set up as a separate trust, and we have to offer it to every salaried employee in the organization. If they turn it down, we have a written record to that effect.

PACKER: Our experience has been when you start to talk to the average employee about something 12 months off in the future, you are just wasting your time talking. If they got that weekly, then I believe they would appreciate what you are doing and make some effort towards getting greater production. Isn't that so?

SCHWEIGERT: We couldn't consider a thing like that. We have to gauge our business by year-around operations. At the end of the year, whatever happens, that is it. Our business is quiet in the winter months, and in the summer months we do much better. It would be a hardship on us to give them a bonus during the slow season. This is an annual operation, and that is the same way we conducted our bonus program before.

PACKER: I think some of that could be realized through an incentive system, where they would realize a return on their effort immediately, rather than having to wait for the end of the year or a prolonged profit-sharing plan through a retirement benefit. Through the incentive system they would realize any benefits they might derive through their extra effort, which could be paid on a weekly basis. That involves work standards and an engineering set-up in order to do that.

SCHWEIGERT: We have considered that, and we are in the process of doing that for the other people in the plant outside of the salaried and clerical employees. We have set up our standards and are in the process now of setting up an incentive, not by individuals, but by groups. The reason we wish to put them in groups is because we might have one bad egg in the organization, and the rest of them, I think, under this system will move him out.

Buffalo Company Expands Packaging Operations

Pasco Meat Products, Inc., Buffalo, N.Y., recently expanded its packaging operations. The firm now packages a variety of link products in Cryovac pouches, frankfurters in a tray and its newly introduced Saus-etts in a Marathon band-baseboard type package. The franks and Saus-etts are overwrapped with cellophane.

Valentine Niezgoda, sales manager, told THE NATIONAL PROVISIONER that the new fully-cooked Saus-ettes, with their heavier smoke and seasoning flavor, have met with a

high degree of consumer acceptance. The package designed for this product retains the basic color scheme used by the plant, red, white and blue.

The package is one continuous precreased board, with the wide portion acting as the baseboard while the narrower band comes over the face of the product and is slip-locked. The back of the baseboard carries cooking instructions.

To overcome the link bend problem encountered in packing natural casing frankfurters, the firm uses a greaseproof tray that is overwrapped. The depth of the tray compensates for the difference in link curvature.

Dr. B. E. Proctor of M.I.T. To Get 1956 Appert Award

Appert medalist for 1956 is Dr. Bernard E. Proctor, head of the food technology department of the Massachusetts Institute of Technology. The Appert award is given each year by the Chicago section of the Institute of Food Technologists to one who has distinguished himself by his contributions in the important field of food technology.

Presentation of the award will be made at the 16th annual meeting of the Institute of Food Technologists, to be held June 10 to 14 in St. Louis, Missouri.

Atom and Drugs Meet Meat



LOOKING INTO the future, John E. Thompson, chairman of irradiation and antibiotics panel, tells of new fields for the meat industry to conquer. Panel participants are (l. to r.) Edward R. Swem, the PROVISIONER; Dr. E. W. Turner and Dr. Bruce Morgan, both of Quartermaster Food and Container Institute; Dr. Wilbur H. Miller, American Cyanamid Co.; H. L. Rothra, MEAT Magazine, and B. D. Stearns, B. D. Stearns, Inc.

How Science May Make Meat Less Perishable

Dr. Wilbur Miller on Antibiotic Method

THERE is a very broad interest in the use of antibiotics to maintain the freshness not only of many kinds of fish but also of the different red meats—pork, beef and lamb—and, of course, for whole eviscerated poultry. This interest was stimulated very considerably by the action of the appropriate U. S. regulatory agencies which now permits the use of Aureomycin chlortetracycline in the processing of fresh-killed poultry. The final action of all of their detailed deliberations happened when in the *Federal Register* of November 30, 1955, tolerances were established for residues of chlortetracycline in or on uncooked poultry. Two paragraphs are of particular significance:

"The Secretary of Agriculture has certified that this pesticide chemical is useful for the purposes for which a tolerance is being established."

"A tolerance of 7 parts per million is established for residues of chlortetracycline in or on uncooked poultry. This tolerance level shall not be exceeded in any part of the poultry."

These actions were taken under Section 408 which was added to the Food, Drug and Cosmetic Law in 1954. The two paragraphs cited above illustrate the two essential features of this section which provide for first, the issuance of a certificate of usefulness by the Secretary of Agriculture and then within a specified time action by the Secretary of Health, Education and Welfare concerning tolerances or safety. A very considerable amount of scientific data is required by both departments. For this particular application, emphasis was placed on the fact that "cooking destroys residues of chlortetracycline that are within the tolerance being established."

Thus, the way was cleared for the first and so far only commercial use of an antibiotic in the processing of a food. Chlortetracycline, known under the trade mark of Aureomycin, now is having the chance to prove what commercial significance it may have in another whole new area of usefulness—the maintenance of the freshness of poultry. For this purpose, a special food grade of chlortetracycline has been formulated into a product to be sold under the trade mark, Acronize.

In this first commercial application and in others we are contemplating, only very small amounts of our antibiotic chlortetracycline are used. How then can this antibiotic—a single substance—be so effective in such small quantities in extending the freshness of fresh-killed poultry,

fish and red meats? For the same reason that it has been an unusually valuable medicinal for humans and animals and in smaller amounts, such as 10 parts per million in the daily diet of animals, has created a revolution in the raising of poultry, swine and most recently cattle and sheep. Aureomycin is remarkably effective for all these uses because it controls the growth of an unusual variety of bacteria and related organisms. And among these bacteria are a large majority of food spoilage bacteria. Slow the growth of these bacteria and we think you can maintain the freshness of foods longer.

MAINTENANCE OF FRESHNESS: The antibiotics—like radiation—may cause some of us to change our minds about what we mean by "freshness." When we speak of freshness, are we concerned with a fixed time concept in the handling of our food or is it a *quality* associated so often with a time relationship? Traditionally—for fish doesn't freshness mean right out of the lake, stream or ocean? for poultry—right off the killing or eviscerating line? for red meats—to see the cuts made from the processed carcass right before our eyes? And what is the common denominator in all this? As few bacteria as possible in or on each of these commodities at the time we want to eat them. That, principally, is what we mean by freshness. Increased bacterial growth then means decreased freshness—and the time concept associated with freshness has been important because the less time in getting the commodity to the consumer, the less time for bacteria to grow in or on the commodity.

Now when we speak of the "maintenance of freshness" we really mean "to keep the bacterial life in our food as nearly as possible at the level when life left the healthy fish, poultry, meat, etc." However, this is not easy for when life leaves, the defensive mechanisms of the body which have been holding this bacterial growth in check now cease to function. Thus, the bacteria are free to grow in an effort to spoil the food. Refrigeration works against these bacteria which grow slower the cooler the temperature and, of course, freezing stops most of them right in their tracks. Rapid transportation helps because it shortens the time in which the bacteria can grow out in the food on its way to the consumer. Good sanitation helps because it minimizes the chances for additional bacterial contamination of the commodity. But all of these may not be enough, for even if the food has not spoiled, all too frequently bacterial action may still have caused the down-

grading of the commodity from a prime quality status. Hence, there is a double job for Aureomycin chlortetracycline through its action against a wide variety of bacteria (a) to prevent downgrading and (b) to prevent spoilage of commodities such as fish, poultry and meat.

THE QUESTION OF SAFETY OF USE: But if this antibiotic can do both these jobs, the prime concern may still be the question of safety of use of antibiotics. This was emphasized in a statement appearing in the U. S. *Federal Register* of February 25, 1953. This statement was suitably amended November 30, 1955 simultaneously with the issuance of tolerances for chlortetracycline for uncooked poultry. The earlier statement spoke of antibiotics as a class. However, there has been and is increasingly voluminous medical literature indicating differences — sometimes considerable — among antibiotics in many of their individual properties.

Chlortetracycline is unique as a candidate for an additive to human foods in that under the trade mark Aureomycin a vast literature had already been developed and continues to increase simultaneously in human medicine and animal agriculture at levels of intake much higher than those levels proposed for use in the raw foods. Coupled with this has been the fact that we in American Cyanamid Co. have emphasized applications of chlortetracycline for those foods where protection is desired up to the point of cooking. Because chlortetracycline is heat labile in contrast to certain other antibiotics, cooking would be expected to destroy the antibiotic so negating the theoretical possibilities of the sensitization of the consumer to the antibiotic and the emergence of resistant strains of bacteria in the consumer of the food referred to in the earlier statement of February 25, 1953 from the U. S. Food and Drug Administration.

However, in any application, it is well to consider a margin of safety. Assurance is seen in some reports from the medical literature wherein reports of daily intake by humans at the rate of up to 1½ oz. chlortetracycline per 150 lbs. body weight are recorded. Lower dosages taken continuously over a period of years by humans varying from young school children to geriatrics gave only beneficial results. And perhaps the champion all-time consumer of Aureomycin chlortetracycline was an older lady who took 8½ lbs. of Aureomycin during a 3½-year period.

This indication of safety in humans is further buttressed by years of animal work wherein billions of swine and chickens have consumed antibiotics to speed their growth by cutting down sub-clinical types of disease. And now we have the latest work in our company which points the way for new benefits from chlortetracycline in the raising of cattle and sheep.

But even with this record of harmlessness of Aureomycin chlortetracycline, the FDA action on tolerances is based on the fact that there will be no active antibiotic in the food as eaten. To prepare for this we have shown that with extremely sensitive microbiological assay procedures it is possible to detect as little as one part of active chlortetracycline in forty million parts of flesh. Now we have amassed a very great amount of data showing that under every conceivable method of normal cooking of poultry, chlortetracycline becomes inactivated beyond the point of detection in the meat taken from different parts of the carcass.

There is thus virtually no possibility that any Aureomycin chlortetracycline will be consumed along with the cooked poultry. And, of course, it follows that our antibiotic will offer protection against spoilage organisms only up to the point of cooking the poultry. But this extends such benefits all the way into the consumers' kitchens.

This then is the safety record which was considered

before commercialization of our Acronize process for poultry began in the United States.

QUESTION OF UTILITY: Just as there are differences among the antibiotics as regards considerations of safety, so there are real differences in the utility of the different antibiotics. Many scientists have contributed to the development of the usefulness of antibiotics for food preservation. The story begins in 1944, in the laboratories of the Pacific Fisheries Experimental Station in Vancouver where Dr. Hugh Tarr and associates reported on the effectiveness of compounds related to penicillin in preserving flesh foods, particularly fish. As other antibiotics became available, they were tested. By 1950, with several broad spectrum antibiotics now available, Dr. Tarr could see some practical promise in this field. Work continued and in March, 1954, he published "that chlortetracycline was more effective in preserving such foods than any of fourteen other antibiotics studied."

For red meats, by 1953, Dr. Fred E. Deatherage and his associates at Ohio State University were publishing their findings. They also concluded that Aureomycin chlortetracycline was the antibiotic of choice. They studied the effectiveness of various antibiotics against 92 spoilage organisms from beef and showed that Aureomycin chlortetracycline inhibited 81, a larger number than any other agent tested. They then infused rounds with Aureomycin chlortetracycline and finally whole animals were infused immediately after slaughter. When one side of such animals was refrigerated immediately and the other side was left 48 hours at room temperature, an improvement in tenderness and color was observed from cuts which were not refrigerated. In these studies 6,000 lbs. of beef was consumed by known persons without any adverse effects.

For poultry, Kohler, Miller and Broquist of the American Cyanamid Co. reported at the Institute of Food Technologists' annual meeting in 1954, that Aureomycin chlortetracycline appeared to be the most effective antibiotic to maintain the freshness.

In several papers, data were presented to show the high bacterial counts found on the control or unprocessed fish, beef or poultry in contrast with the flesh which had been processed with Aureomycin chlortetracycline. The longer the time from killing, the greater was this contrast. The development of odors and deleterious changes in other qualities associated with organoleptic evaluation paralleled the bacterial count.

Thus it appeared that Aureomycin chlortetracycline did indeed help to "maintain freshness," did not bring any adverse changes in color, odor or taste of the processed commodity and had real promise commercially.

FORMULATED PRODUCTS: We have devised formulated products which would fit as much as possible into the presently accepted ways of handling the various commodities. A special food grade of this antibiotic was designed and products containing this grade have been designated by the trade mark Acronize. For fish, we have devised ices, dips and sprays containing chlortetracycline. For red meats, we have infusion products for getting an effective concentration of antibiotic within the carcass and sprays for surface treatments. For poultry, we use a dip or bath at the end of the eviscerating line.

As we have used these products we have recognized that the advantages of this new technology can only come into clear focus after extensive commercial use which we are getting now in *only one commodity*—poultry. Fish, poultry and red meat animals are biological specimens and as such are subject to considerable individual variations in behavior patterns from birth even through the storage period after death. Therefore, the larger the numbers

involved, the more significant the average pattern. There is the further factor that during the handling of large numbers of any commodity, there is not likely to be the care exercised in processing individual specimens as in small scale trials. But as we have gone forward commercially with the poultry processors in the United States, we have said that it is important in this new technology that birds processed with chlortetracycline should behave as uniformly as possible after this processing. Uniform and dependable freshness in poultry for the consumer is possible now.

How best to insure this through the use of Acronize? The answer from American Cyanamid Co. is that its franchise will be granted to anyone who can meet the firm's high quality control standards. We do not want ever to see Acronize used in place of sound and sanitary processing methods.

You will remember that I implied that antibiotics and chlortetracycline in particular may be useful in maintaining the freshness of poultry, fish and meats because they slow down the fast growing bacteria which are so important in the spoilage processes. Now in the use of any antibacterial agent, the fewer the bacteria the more effective a given amount of the agent can be. If the bacterial load is too high, the antibacterial agent may be of questionable value. Chlortetracycline cannot make a stale product fresh. The bacterial population is least with (a) good sanitation and (b) a fresh-killed commodity. Then Acronize can do its job most effectively. It is to no one's advantage that the beneficial effects possible with the antibiotic be lost due to improper practices. Rather, its use should mean added incentives to raise standards of sanitation and of techniques of handling foods.

The quality control section details the conditions of use of our product in the poultry processing plants of the United States. This section reflects our experience in the laboratory and to date in the field. We expect these quality control requirements may well be changed occasionally as experience accumulates but our goal will always be to make it possible for all from the poultry processor to the retailer to deliver a better product than ever before to the consumer.

How will this franchise plan operate? Anyone can apply to American Cyanamid. The next step is a visit by one of our technical representatives to the processing plant being considered so that it can be determined whether or not changes in the plant may be necessary before the Acronize process is installed. When our technical representative is satisfied concerning the plant, he then works with the plant personnel to insure that they understand the process. Occasional follow-up visits will be made by our representatives from time to time to render assistance and to verify that the quality control standards are being met. In plants with state or federal inspection services, we will, of course, work closely with the appropriate officials.

And this brings us back to our regulatory agencies. The U. S. Food and Drug Administration is concerned that the consumer have the opportunity to know through appropriate labels that he or she is purchasing a bird processed with antibiotic. After conferences not only with the FDA but also with the Poultry Division of the USDA Marketing Service, labels satisfactory to all concerned have resulted.

This is the way we have been functioning commercially as we have gone forward rapidly in the past few months with the use of Acronize P.D. by the U. S. poultry industry. But we have also been busy on a *development* basis with the possibilities of our products for the fishing and red meat industries.

FISHING INDUSTRY: Some of our technical men now have a much better knowledge of life aboard several kinds of fishing boats. Our trials have been conducted over a wide geographical area within the United States and some of the highlights may interest you.

Most of our results have been obtained using an ice containing 5 p.p.m. chlortetracycline. The experimental fish were iced on shipboard with either regular ice or ice containing chlortetracycline.

Scrod haddock caught and iced on boats sailing out of Boston and New Bedford had a week longer at top quality—judged by bacterial count and organoleptic tests—when iced in antibiotic ice than did fish caught at the same time and placed in ordinary ice.

Halibut and salmon were caught in waters off the state of Washington and iced as they were caught and after being eviscerated, some were placed in ordinary ice and some were put in ice containing 5 p.p.m. chlortetracycline. Maintained in such ices during the transcontinental trip to New York in refrigerated cars, as is commercial custom, the contrasts in color and odor were readily apparent on arrival. The estimated extension of shelf life due to our antibiotic ice was again about one week.

Salmon in regular ice upon receipt in the laboratory not only had a slight off-odor but was also lighter in color with brown discolorations throughout. The salmon in chlortetracycline ice had a fresh sweet odor and a uniform pink color. Similar data were obtained for halibut.

Other varieties of sea foods for which we have detailed stories showing positive benefits from Aureomycin chlortetracycline are red snapper from the Gulf of Mexico, black bass and weak fish from the Jersey Coast, sardines from Maine and shucked oysters from Chesapeake Bay.

The results of our various trials agree with the possibility of landing fish which have greater freshness and more uniform quality even though obtained from areas which may be somewhat farther from present ports.

RED MEATS: Most of the good work carried out by Dr. Fred Deatherage and colleagues at Ohio State University involved the infusion of beef carcasses on the pith bed immediately after slaughter and bleeding. This technique deposits Aureomycin chlortetracycline throughout the carcass more uniformly than does infusion before slaughter although we have also used the latter technique successfully. The total infusion techniques are most necessary in warm countries where there is little or no refrigeration and deep spoilage or "sour" may otherwise develop within 24 hours. Where refrigerations is available, application of the antibiotic to the surface of the wholesale or consumer cut may suffice.

Some of our earliest extensive field trials were in Cuba. Here experience could be gained under conditions similar to both the warm climate countries and to the United States. Our first trials were conducted in a slaughterhouse in Havana.

From this work it was obvious that carcasses could be left at least three days without refrigeration. The side which was not refrigerated had an increased tenderness which was obvious from three to six days after slaughter.

We were then in a position to test the possibility of the long distance transportation of beef in non-refrigerated trucks. So we transferred our infusion activities to a city 300 miles from Havana.

Here, antibiotic-infused beef animals were held in the open slaughterhouse for two and three days and then refrigerated all the way to Havana. Alternatively, animals were slaughtered in the morning and in the late afternoon loaded into and then transported via non-refrigerated trucks to Havana. We noted improvements over animals handled

in the normal way. Particularly noteworthy was the maintenance of "bright animated color" for as long as 96 hours on cut surfaces of this meat held under refrigeration after being infused and held at regular temperatures.

This experience has been duplicated now in several other countries. Colombia, in South America, became the first country to permit the use of Aureomycin chlortetracycline in red meats.

By use of this antibiotic a 24-hour meat economy may go to 72 hours or longer. This allows new distribution channels to be opened up, waste due to spoilage minimized and the properties of the meat such as color and tenderness to be improved.

On the domestic scene, where we have adequate refrigeration, the infusion technique may not be necessary. Instead of worrying about the prevention of total spoilage of the entire carcass, the concern may rather be how to maintain the top quality of selected cuts. Instead of distributing antibiotic throughout the entire carcass, it may be more economical overall to protect only the surface of wholesale cuts or finally of uniform consumer cuts. In what manner of use does the principal advantage lie for the packer and ultimately for the consumer? We are engaged in cooperative work with several packers in an effort to bring an answer to this question into clear focus.

This research and development work takes time and is complicated. Some of it involves close cooperation with appropriate regulatory officials who must be kept adequately informed well in advance of experimental work. The problem can be stated simply though. It is to find the lowest level at which the antibiotic may be used to give adequate commercial utility. This will vary with different commodities. Accordingly, experimental data must be obtained for beef, for pork, for lamb. Sausage is different from an intact piece of meat.

While we have some work ahead of us, some of the pieces of our puzzle are beginning to fit together. Our experience to date points to several possibilities of real commercial interest. One of the most interesting possibilities lies in the centralized packaging of consumer cuts of red meat where the cut could pass from a central depot to the market, under refrigeration and then to the consumer untouched by human hands. All that may be necessary is a quick spray or dip of the consumer cut with a solution of

Aureomycin chlortetracycline prior to packaging. Such a use of the antibiotic, combined with refrigeration, may help to put perishables such as red meats, fish and poultry into the same category as most other items in the modern supermarket.

Certain areas of the country have by now developed fair commercial experience with treated poultry. In one major eastern city, in a co-op of over 400 stores, poultry sales are up 50 per cent since the group went to Acronized birds. This is considered largely due to the fact that the stores are now carrying bigger inventories of poultry into the weekend and are not running out of birds.

A southeastern processor has increased his volume of poultry processed significantly since he went to Acronize. His shipments to the West Coast have increased 75 per cent and it could have been much bigger if he could have obtained the birds. In addition, he has increased his in-plant tray packaging operation very considerably.

These are but two cases illustrating some of the changes now occurring in the poultry industry in the five months since chlortetracycline could be used commercially. Similar changes can be expected to occur in the fishing and red meat industries once governmental clearance for these uses is forthcoming. The commercial significance of the development is in the beginning stages. How fast it will develop depends upon the attitude of the appropriate regulatory officials—not only of these United States but of the many other countries. However, all concerned—the officials, the antibiotic supplier, the user, the retailer of the processed commodity—all have a real responsibility to see that the consumer gets the better food which this new technology can make possible.

It is in the area of improved quality of the products delivered to the consumer that we in American Cyanamid Co. believe a product like Aureomycin chlortetracycline can make an important contribution. Through "maintenance of freshness" by the action of the antibiotic against spoilage bacteria, the consumer can receive a better product.

We think this is happening increasingly for poultry today in the United States. With the enlightened good will and knowledge of many heads, hearts and hands we hope it can be done for other commodities and in other countries as well. This can mean—we believe—that better foods will become available for more people.

QM's Dr. E. W. Turner: Preservation of Meat by Freeze-Drying

FREEZE-DEHYDRATION can be defined as a method of drying in which the frozen meat or other product is placed in a high vacuum chamber and dried at a low temperature so the product remains frozen throughout the drying process.

The use of dehydration as a means of food preservation is almost as old as man himself. Freeze-dehydration, on the other hand, is a relatively new process that has been widely used for the preservation of heat sensitive biological materials such as blood plasma, certain antibiotics, and microorganisms which can be preserved for years in a viable state.

During recent years a great deal of effort has been devoted by a number of scientists working in different research laboratories throughout the country to adapt the freeze-dehydration process for the preservation of meat and other food products.

The results of all this research effort have been most encouraging, and we are now in the process of procuring limited quantities of freeze-dried meat for Army user tests.

Dehydrated foods are becoming increasingly popular on the consumer market, particularly pre-cooked dehydrated products which can be classified as convenient foods, such

as dehydrated soups, mashed potatoes, pre-cooked cereals, dessert powders, and so forth.

The commercial possibilities of dehydrated meat are yet to be explored, but with the current rate of development of the freeze-dehydration process, it may not be too long before dehydrated meat and seafood products will be available for home as well as for military use.

I am sure you have already asked yourselves the question, "Why are the armed forces interested in dehydrated meat when these other new methods of food preservation such as radiation and treatment with antibiotics look so promising?"

I certainly do not wish to start a controversy on this subject, because all these methods have their particular usages and advantages. However, dehydrated foods possess unique characteristics which make them particularly suitable for use under a variety of conditions which are encountered in military feeding operations. Military feeding and supply problems must be greatly simplified to meet the radically new logistical requirements of our highly mobile modern army.

Dehydrated foods, including meat and seafood products, are ideally designed for supply by aerial delivery. They

are very light in weight and possess high caloric density. Freeze-dehydrated meat weighs only about one-fourth as much as fresh or frozen meat, and no refrigeration is required either during shipping or while the product is in storage.

Freeze-dehydrated meat possesses a very good eating quality when it is properly rehydrated and prepared, and the texture and flavor are nearly equivalent to fresh meat and much better than canned sterilized products. Freeze-dehydrated meat is very stable, and, when it is properly packaged, it can be stored several years without refrigeration.

Pre-cooked, freeze-dehydrated meat requires only a minimum amount of kitchen preparation. In fact, all that is required is the addition of hot water and the product is ready for serving in 15 minutes.

Housewives may also be interested in having a supply of truly satisfactory dehydrated meat products such as beef steaks, pork chops, roast turkey, chicken stew, chili, etc., on their pantry shelves ready for a quick meal whenever the occasion arises.

Certainly, such products should find favor with campers, fishermen and other sportsmen to whom good stability without refrigeration, lightweight, and ease in preparation are important.

The freeze-dehydration process is carried out in a vacuum chamber, which is constructed to withstand very low positive pressures of the order of $\frac{1}{2}$ to $1\frac{1}{2}$ m.m. of mercury. Shelves are arranged within this vacuum chamber on which the frozen meat or other product to be dehydrated is placed.

These shelves are heated by circulation of a liquid medium, and they serve as plate type heat exchangers. Although the product remains frozen during the drying process, a certain amount of heat must be supplied to provide sufficient energy for sublimation of water, which is present in the form of ice, directly to water vapor without going through the liquid phase.

Rapid sublimation of water vapor cools the product and keeps it frozen, and sufficient heat is added to hasten this sublimation process, but not enough heat to raise the temperature of the product high enough to cause thawing. If the meat thaws during the drying operation, soluble proteins and other solutes condense on the outside surface, and the muscle fiber structure collapses to cause case hardening, which results in incomplete dehydration and a poor product.

A number of these plate type heat exchange units are arranged one above the other within the vacuum chamber with sufficient space between the shelves to permit rapid removal of the water vapor. Slices of frozen meat approximately $\frac{1}{2}$ -in. thick or bulk frozen meat at 0° to 15°F. in layers of 1-in. maximum thickness are placed in direct contact with the metal shelf.

After the dehydration chamber has been sealed and evacuated to a very low pressure of $1\frac{1}{2}$ m.m. of mercury, heating is started by circulation of the liquid medium. Heat is thus added to the product by conduction from below and by radiation from the shelf above.

The high vacuum used in this process is necessary to remove the water vapor away from the surface of the product and to pump it out of the system as fast as it is formed. The faster this water vapor can be removed, the faster drying will proceed. This high vacuum can be attained either by the use of a mechanical vacuum pump or by a multi-stage steam ejector system.

When the mechanical type vacuum pump is used, the water vapor is trapped out of the system by the use of very efficient low temperature condensers which are maintained at a temperature considerably lower than that of the product.

The load capacity of the dehydrator in this case depends upon the efficiency of the condenser system.

When a multi-stage steam ejector is used in place of mechanical vacuum pumps, the water vapor is pumped directly out of the system. The only objection to the use of the steam ejectors is the cost of the large quantities of high pressure steam and cooling water required for their efficient operation.

Automatic recording devices are used to follow the temperature of the heating medium and the pressure within the chamber. Thermocouple leads are also inserted directly into the center of the frozen product at several places to check this temperature and to be sure that the product does not thaw during drying.

Toward the end of the dehydration process, the product temperature begins to rise because there is no longer any cooling effect due to sublimation of the water vapor, and this rise in temperature can be used as an indication that the drying process is nearly complete.

Experience has shown that plate temperatures as high as 110°F. can be used on raw meat provided it is solidly frozen and the pressure is lowered to 1.5 m.m. of mercury before heating is started.

The final dehydrated product has a moisture content of less than 2.5 per cent on a fat free basis, and the meat must be properly packaged immediately after it is removed from the drier. Otherwise, the tremendous advantage gained by the use of freeze-dehydration will be lost in storage.

The lower moisture content the product has, the less browning reaction will occur on storage and the longer will be the storage life of the product because the browning reaction causes a bitter stale flavor and the protein changes which occur make the product more difficult to rehydrate.

The container in which the meat is packaged must be impermeable to oxygen and water vapor, and it must be vacuum packaged and hermetically sealed. Until more suitable flexible packaging materials are available, we recommend vacuum packaging in hermetically sealed metal cans.

The entire freeze-dehydration process takes from about 12 to 24 hours, depending upon the plate temperatures used and whether a cooked or raw product is being dehydrated. All the caution that is required to obtain a good product is well worthwhile when one considers the unique properties of freeze-dehydrated meat.

Freeze-dehydration avoids the undesirable texture and flavor changes which occur when meat is dried at higher temperatures by the use of either the vacuum or air drying process.

Meat dried by freeze-dehydration retains its original form and volume without case hardening or collapse of the muscle fibers, and the finished product has a very porous structure which aids greatly in rehydration.

Only 15 minutes is required to rehydrate freeze-dried meat at atmospheric pressure, and this time can be reduced to only five minutes when vacuum rehydration is used. Vacuum rehydration is very easy to carry out simply by opening the vacuum packaged container while it is submerged in water. A more sanitary and more convenient procedure is to puncture the can with a sharp pointed hollow metal tube through which the rehydration water is delivered to the product.

With raw meats, the low temperatures used during freeze-drying prevent excessive protein denaturation which makes it possible to reconstitute the product so it more nearly resembles fresh meat.

The low temperatures used in this process also prevent more extensive protein changes such as the browning reaction and changes of the amino acids which result in ammonia formation when meats are dried at higher tem-

peratures. The use of low pressures and low temperatures also prevents oxidation and hydrolytic breakdown of the meat fats.

All things considered, we can definitely state that freeze-dehydration is well worth the extra expense and caution required to produce a good product.

Freeze-dehydrated raw meat products, such as beef steaks and pork chops, show excellent storage stability and can be held at least 12 months at temperatures as high as 100°F. Long term storage studies on pre-cooked dehydrated products such as chicken or ground beef are not yet complete, but we do know there is no significant change after four months of storage.

A discussion on dehydrated meat would not be complete without mention of the problems encountered in rehydration or reconstitution of the dry material. It is not only important that the dehydrated meat pick up or absorb water like a sponge, but the muscle fibers must also be reconstituted back to their original gel-like state, otherwise the meat will be dry and tough.

We have found that the addition of 2 per cent sodium chloride and .1 per cent tetrasodium pyrophosphate to the rehydration water improves the water holding capacity and texture of the final product. With raw dehydrated meat,

the addition of these salts solubilizes the myosin proteins present in the muscle tissue sufficiently to give a product which is almost identical to fresh meat. In fact, on several occasions, dehydrated rib-eye steaks have rated higher than the frozen controls.

Tetrasodium pyrophosphate is added to reduce the sodium chloride concentration necessary to obtain this solubilizing effect and because the pyrophosphate has a specific effect in solubilizing or hydrating actomyosin.

The addition of other compounds to the rehydration water, such as ascorbic acid to improve color and proteolytic enzymes to improve texture, is being investigated at this time.

Care must be taken to avoid overcooking raw freeze-dehydrated beef steaks and pork chops. With rib-eye steaks, for example, the best results are obtained when the rehydrated steak is pan-broiled for 1 min. at a grill temperature of 400°F.

In closing, I wish to thank the many investigators in private industry and at universities throughout the country who have and are still contributing so much of their time and effort toward the development of freeze-dehydrated meats for the use by the armed forces of the United States.

QM's Dr. Bruce Morgan: Irradiation's Promise in Meat Preservation

BASICALLY, in irradiation research we are trying to do the same thing the freezing or thermo processes or other means of preservation of meats do, and that is to decrease the number of spoilage bacteria that are present on the food, namely, meat in this case. We can do this normally by heating.

We can inhibit their reproductive rate by freezing or even by keeping the temperature relatively cool, but ultimately, to give the product a long shelf life at room temperature, we have to irradiate all the bacteria. This irradiation preservation is basically the use of irradiation to achieve freedom from the spoilage bacteria.

There is nothing amazingly different about this process. It is highly comparable to going to a doctor's office and getting an x-ray treatment. You don't actually see the treatment, you don't feel it. You pay for it, probably.

In our research we have taken a fuel element ejected from a nuclear reactor. The fuel emits a whole family of irradiations, of which three types might be of interest in food preservation. One is called an alpha, the second, gamma, and the third, beta.

As to the alpha irradiation, however, we think of that as having little interest in food preservation because it doesn't have penetration power.

The gamma type of irradiation, on the other hand, has a great deal of promise, especially in the meat industry, in that it has penetration characteristics we are utilizing at the present time in sterilizing certain food in No. 10 cans. This irradiation penetrates not only the container of steel or tin, but it goes all the way through the food, killing the bacteria as it goes.

The third, beta, type of irradiation has a relatively limited penetration from the physicist's standpoint, but from the standpoint of the food processor, it has a penetration that can be utilized. In other words, we can see it going up to 1½ or 2 in. in penetration in the future. It might be possible to utilize the beta type for prepackaged meat 1½- or 2-in. thick. If the package is larger, it is possible to hit the piece of meat from both directions at the same time to take care of it.

This gives us, from Atomic Energy Commission's supplies, three types of radiation. Engineers and physicists also have produced a man-made machine which they call

the electronic generator. Irradiation from the electronic generator has the same characteristics and penetration. It has the same killing power for the spoilage of bacteria.

However, all these types of irradiation will not only kill the bacteria, but they also miss some and damage some flavor centers or color centers in the meat which we want to keep.

Here in a nut shell is our problem. We have something to get rid of the spoilage bacteria, but at the same time we are getting rid of them we are also spoiling the food in many cases in some respects.

We have the process relatively understandable and transmittable into terms that the food processor and the food industry can understand.

Where can these types of irradiation be obtained? There are several places in the country at the present time. Two or three of them are Atomic Energy Commission locations, the nearest one being the Argonne National Laboratory, 16 miles from Chicago.

Several competing companies also are marketing machinery and equipment that will produce electrons. The three leading ones are: General Electric Co., Light Voltage & Engineering Corp., and Applied Irradiation Corp.

The next thing that comes to mind, if we do get rid of these bacteria and prevent their reacting with the meat and providing spoilage conditions, is this: How are we going to keep the ones in the air from falling back and starting the cycle all over again?

This requires, as in the thermo industry, that we package the food before we give it this treatment. It means we have to wrap flexible film around the food or put it in a tin can or rigid container, something that is enclosed and will prevent any air-borne bacteria from falling back on the food after the irradiation treatment.

Then we subject the meat product and its wrapping to the treatment, and from then on all we have to worry about, if we have destroyed all the micro-organisms of the bacteria, is to prevent recontamination.

Next is the task of trying to tailor-make a process to what we want to get out of the production line. Just as you can apply varying amounts of heat, we can apply varying doses of irradiation, getting various effects.

We can apply sufficient irradiation to kill all the micro-

organisms. We then have no cause to worry about spoilage caused by these bacteria or the molds or the fungi. We do not have to worry about enzymes spoiling the products.

If you will recall enzymes are little chemical compounds that form brownish discoloration on a peach or an apple, for example, after the fruit has been cut. These enzymes are also in meat, and they are not touched by irradiation. They are still there and active, and they have the power to liquefy.

However, if you irradiate a meat sample, you do something that prevents the enzymes from liquefying or softening the meat in anywhere near the normal amount of time. We can accept this at face value, or we can do one more thing, and that is to heat the meat a little bit, the enzymes being very sensitive to heat. That indicates to most people that you can, by applying enough irradiation, get rid of the bacteria by ignoring the enzymes, if possible, or giving a little heat treatment and getting rid of enzyme spoilage also.

Another method of applying irradiation is to give about one-tenth of the total amount of irradiation. If you do this with a pork chop, for instance, or a beef steak, you can then put the meat in the refrigerator at 35° or 45° F. and extend its shelf life by a factor of approximately five as compared with the non-irradiated meat product.

This is commonly called irradiation pasteurization. The low dose of irradiation kills 99 per cent of the bacteria and the remaining 1 per cent is controlled by refrigeration.

Still lower doses, we found, will kill insects in grains and flour, for instance. A dose in this general range also will kill the germs in pork.

During the irradiation process itself, various different methods are possible. We can irradiate meat, for instance, in the frozen state under vacuum pack, under atmospheric pack, at room temperature, and so on. Certain products, if irradiated frozen, have a better acceptability after they come out of the irradiation device. Some products can be irradiated either cooked or uncooked, and ruling out the factor of taste, which I want to take up later, they present an acceptable product at the present time.

(Dr Morgan showed a series of color slides of products irradiated under various conditions.)

We now have several products that bear some promise to this group at least. There are a number of questions that might be touched on here, and the first one that comes to mind is whether this material is safe to eat. Does one become radioactive if he eats it? There is absolutely no induced radioactivity under the conditions we utilize, anymore than would you, after an x-ray treatment, go home at night and glow in the dark.

All of our material has been tested by all known means, and we can discover no trace of radioactivity.

We have to answer to the Food & Drug Administration in this food process, and we also have to answer to the Office of the Surgeon General.

To determine whether this food is safe and palatable from a medical standpoint, we have undertaken a two-year study of animals, rats and dogs, and the result, we feel, will allow the first irradiated food to cross the state lines in 1958.

The second food we have put under a test—and this two-year test is being initiated as of today—happens to be a pork product, pork loin.

We feel there is enough promise in pork to initiate such an undertaking. We are working very closely with the Army program, the Department of Defense and the Food & Drug Administration, and we hope any tests which will meet the requirements of the Department of Defense also will meet the requirements of the Food and Drug Administration.

The final thing that has come to mind is the cost of this process. We could offer highly glowing estimates as to the costs. The estimates would be based on fiction, and I would be hesitant to do that. We have run down the list of what our best estimates are, and those of many other organizations, and in all cases we come out with the answer that the cost of irradiation will be competitive.

It is not going to be cheaper, and we do not feel it will be radically more expensive.

Whether the final product will merit a slight increase in costs over thermo processing, or will lower costs, is immaterial right now.

If we can establish, as we have, that we are competitive, we will have to wait until we get out of the research stage to try to get more definitive answers.

I think I missed the nutritional aspects of this process. The irradiation process itself has almost no effect on the nutritional adequacy of the meat products that have been irradiated, other than is normally found in thermo processing. They are of the same order of magnitude, with the one exception—vitamin E commonly important to reproduction of certain mammals is radically destroyed.

Thiamine is very sensitive to irradiation as it is to heat. Most of the B vitamins are destroyed.

In closing, we come to what needs to be done before we are successful. As I think many of you know, the Department of Defense sometime ago undertook an extensive evaluation of this entire process involving sources of irradiation, packaging, biochemistry, color, odor, flavor.

We are two and one-half years along on this five-year study, and I think most of us who are fairly close to it on a day-to-day basis are highly encouraged.

We realize this process will not be applied to all foods. It will probably be applied to a relatively small proportion of all preserved foods in the country. However, we do believe we can supplement the present means of food preservation. We also feel irradiation will provide food products not presently available on the commercial market, both for the civilian and the military economies.

I would advise you to follow irradiation developments closely, not that it will revolutionize the entire industry, but it will be a worthwhile supplement.

Some Questions and Answers

CHAIRMAN THOMPSON: We are now open for discussion from the floor.

PACKER: Dr Miller, what would the results be if you were to use chlortetracycline in a half saturated brine solution?

DR. MILLER: It should be perfectly soluble in brine.

PACKER: Dr Turner, when you store your foods after having freeze-dehydrated them, what about the humidity of the atmosphere? You said you held it for a year and there was very little, if any, moisture pickup?

DR. TURNER: We pack them in a vacuum container. If there is any moisture pickup, the stability is lost. With the freeze-dehydrated meats, we are not killing the micro-organisms like the other people do with radiation and antibiotics. They cannot grow in a dormant stage, so the meat, after it is rehydrated has to be treated like fresh meat.

CHAIRMAN THOMPSON: In other words, the reconstituted dehydrated meat is just as susceptible to spoilage, and maybe a little more so than the fresh meat was at the beginning, is that right?

DR TURNER: That is correct.

CHAIRMAN THOMPSON: With regard to this action between antibiotics and salt and the fact that some benefit was shown in the use of infusion processes, I am wondering how directly applicable this might be to the curing

of hams subsequently expected to be canned where the antibiotic might be mixed with the curing solution? Do you have any thoughts on that?

DR. MILLER: We do not have any experience to quote from. I think much would depend on the level that was used and how it was used, and I am not sure anyone has experience to quote from directly.

CHAIRMAN THOMPSON: This just sounded like one of the spots where we might begin to put some experimental work with Aureomycin.

DR. MILLER: I would be glad to cooperate.

PRESIDENT FINKBEINER: If you owned a packing-house and were planning to invest a lot of money in a freezing operation for prepared meats, would you go ahead and do that or would you wait for the rapid approach of irradiated meats? How soon do you think it will be before irradiation will be commercially feasible, if ever?

DR. MORGAN: We know we must conduct two years of feeding tests to satisfy the Food & Drug Administration. If we assume normal government handling, slight adjustments in existing legislation, we should add another year to that, which amounts to three years. I would say sometime between three and five years from now we will have on the market a series of products preserved by radiation. Beyond this five year-period, I think products will be added in increments of times which I would not be willing to guess. However, if you are planning to go into freezing, I think you should face the fact that you probably will be competing against irradiated products in five years.

PRESIDENT FINKBEINER: Have you ever tasted any of your own products?

DR. MORGAN: We have run, over the period of the last two years, taste panels here in Chicago in the Food and Container Institute. We are having such taste tests made on ten different commodities a week at the present time. The products that we have tested cover everything from milk, which is not acceptable the way we did it, to some meat products which are acceptable. The meat products include ham, which has been treated to 160° internal temperature and then irradiated with 500,000 rep. This provides a ham which appears to be a sterile product and was acceptable at the end of three months. This product is not on the market today.

We have had pork loin in cans at 72° F. for nine months, and that has been acceptable, after table prepara-

tion, to a panel of many people. The odor when the can is opened is not extremely objectionable, but it is more animal-like than the normal pork odor.

Bacon is an acceptable product. Liver appears acceptable. We have both acceptable and unacceptable products, and we have many that are in between.

PACKER: What effect does irradiation have on the mold spores on beef normally?

DR. MORGAN: The molds on the meat will be more susceptible to irradiation than the spoilage bacteria.

CHAIRMAN THOMPSON: If we do project ourselves a little further into the atomic age and have the opportunity to irradiate beef, perhaps then we might be able to take one step further toward high temperature tenderization of beef without too much difficulty, and, therefore, make it possible to produce more efficient beef by not needing such a heavy fat cover on it.

If we are looking for products that do not now exist, a desirable canned ham is one. At this stage of the game, I do not think any of us are particularly pleased with the sort of thing we call canned ham. It does not have good shelf life. It must be kept under refrigeration all the way in the can. Its processing is a sort of hit or miss proposition.

Perhaps with a suitable process combining antibiotics and thermo processing and irradiation, canned ham could be a good item.

DR. MORGAN: If we can produce a product such as a 14-lb. hermitically-sealed ham which can be stored at room temperature a year or a year and one-half, the economy of this process can be even greater than the thermo processing.

From the physicists' standpoint and from the bacteriologists' standpoint, there are a lot of problems to be licked yet in irradiation preservation of ham, but it is still considered a feasible process, and we have produced products that have stood up for three months.

(This "crystal ball" session concluded the formal program of NIMPA's fifteenth annual meeting. Conversation about atoms, antibiotics and dehydration, as well as many other new ideas and techniques brought out during the four-day convention, carried over, however, to the now traditional cocktail party and reception which was the windup event. Packers then headed home to put the new ideas to work.)

Typical U. S. Supermarket To Be Exhibited in Rome

An effort to broaden world markets for American farm products will be undertaken June 17 when a typical "American Way" supermarket, complete with frozen food counters and prepackaging area, will be installed in Rome.

The unique project was announced by Secretary of Agriculture Ezra Taft Benson and John A. Logan, president of the National Association of Food Chains, which is undertaking to stock and equip the replica of a typical U. S. "one-stop" food shopping center at the request of the government.

Timed to coincide with meetings of the Third International Congress of Food Distribution and the International Food Chain Association, the reproduction of the U. S. supermarket

will be designed to acquaint some 3,000 European food distribution executives from more than 20 different nations with modern American food marketing methods.

The market will occupy an entire floor of Rome's EUR building and will take up about 10,000 sq. ft.—average selling space in a typical super market in the United States. Complete in every detail, all sections of the super market will be in operation, although no actual sales will be made. Displays of meats, fresh fruits and vegetables, dairy products, and frozen foods will duplicate the wide and appealing variety of such products found in this country.

Besides observing the food center in operation, visitors also will get a chance to eat some of the foods. A special area for "sampling" has been set aside near the exhibit.

State's Anti-Loss Leader Law Ruled Unconstitutional

A 1955 New Mexico law aimed at curbing "loss leader" merchandising, by prohibiting limitation of purchases, was ruled unconstitutional recently by District Court Judge C. Roy Anderson in Carlsbad.

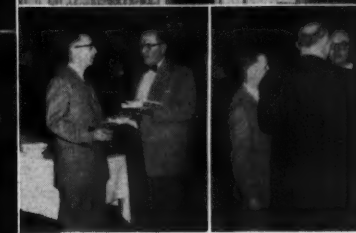
Holding that the act was an "unnecessary restraint" on private business, Judge Anderson dismissed a criminal complaint brought by C. J. Doty against Arnold Crabb of C&R Grocery and Bill Patman of Thriftway Grocery.

Doty alleged that the defendants ran a newspaper advertisement in which they offered to sell a box of powdered soap with a limit of one to a customer. Doty said when he tried to purchase more than the limit his request was refused.

NIMPA



A STIRRUP CUP was lifted by homeward-bound NIMPA conventioners, members of their families and friends at a gay cocktail party which marked the end of the annual meeting. Candid photos by the NP cameraman show some of the informal, friendly scenes in the grand Ballroom. Pictured at the bottom are ice-sculptured letters spelling NIMPA flanked by floral centerpieces.





WILBUR LA ROE addresses beef committee meeting. Seated at speakers table are Harry Reitz, Reitz Meat Products Co., Kansas City, Mo.; Henry Neuhoﬀ, jr., panel chairman, Neuhoﬀ Bros., Dallas, Tex., and Fred Beard, chief, meat grading division, USDA.

Ideas on Easing Humane Slaughter Pressure

WHAT'S ahead for beef? Problems of varying degree of vexatiousness, according to Wilbur LaRoe, jr., general counsel of NIMPA, who specifically spelled out some of these at the beef committee meeting on Tuesday, May 15.

Foremost among these problems is the legislative pressure being applied at the national level to compel the industry to adopt so-called humane slaughtering techniques. LaRoe counselled the packers to exercise vigilance and to examine and adopt, where possible, different practices.

The issue is deeply charged with emotional feelings, he said, and many of the humane people make it a point to attend committee hearings sponsored by Senator Humphrey of Minnesota, who introduced one of the bills designed to compel the industry to adopt humane slaughtering techniques. LaRoe said that at the last committee meeting which he attended, the audience gallery was filled with SPCA members, mostly women. LaRoe recommended that the meat industry adopt the technique of stunning beef with the captive bolt pistol. By so doing, the industry can come before the legislative and other groups with "clean hands" with evidence of willingness to progress. He also stated that NIMPA members should furnish Senator Humphrey and their own representatives in Congress with specific facts and figures on the economic impact that compulsory legislation would have on the average packer.

LaRoe pointed out that some legislators, in part, have adopted their present attitude because they lack a complete picture of the packer's side of the question. "It behooves industry to stop dragging its feet and get the economic facts of humane slaughtering before Congress."

In discussion that followed, it quickly became apparent that many packers are ignorant of the Cash-X stunning pistol technique. This method, as subsequently modified by Seitz Packing Co., St. Joseph, Mo., was described in THE NATIONAL PROVISIONER of March 12, 1955. The experience of the Liebmann Packing Co., Green Bay, Wis., as reported at NIMPA's 1955 St. Louis meeting, was reported in the PROVISIONER of January 29, 1955.

Basically, the technique involves momentarily blinding the animals in the knocking pen, and, while they are motionless, stunning them with the captive bolt. Packer opinion at the meeting was somewhat divided as to whether or not this method damages the brain by crushing the skull bone. However, Chris Finkbeiner, who has adopted the technique on his new beef floor at Little Rock Packing Co., pointed out that this depends on the human element. If an operator places the pistol lightly on the head of the animal, he will always stun it and never crush the skull, he said. However, if he presses the bolt to the head, he may crush the bone on canner-cutter cattle. This, also, happens with the conventional stunning hammer.

Finkbeiner stated that the first employee assigned to the

stunning task at Little Rock Packing Co. was so enthralled by the blinding lights that he invariably waited until the cattle began to stir before he used the pistol. Naturally, results were poor. An agile individual rather than a brawny and slow one is needed for this task. If the pistol is held at the proper angle there is seldom any trouble. However, if it is held at an improper angle, the bolt will jam at times. Finkbeiner concluded by reporting that his plant has three Cash-X pistols on hand for a trouble-free operation.

The cost of the method is \$125 per gun and 2½¢ for each cartridge used to propel the bolt, according to a Denver packer who said he has had trouble-free performance in his 1,500 head per week slaughter operation since using the pistol. The packer said he was not saving the brain. Another packer, who slaughters 139 head per day stated he salvaged approximately 50 per cent of the brains.

Ed Olszewski, American Packing Co., St. Louis, Mo., wanted to know what the policy of the various NIMPA members was when solicited for funds by humane associations. He pointed out that his firm has contributed annually to the St. Louis humane society. He said that all industry members who contribute to humane associations should make their influence felt in local groups.

Another problem facing the meat industry is the direction federal grading should take. Wilbur LaRoe said there is opposition to grading and this opposition is endeavoring to secure a new evaluation of the federal grading program.

Commenting, Fred Beard, chief, meat grading service, USDA, pointed out that the federal grading system is but one of the competitive brand systems in use in the country. Furthermore, he stated, the grading service is not static and its standards are under continual review by industry members. While the grades remain fairly standard, Beard said, they are revised from time to time to keep pace with changes in animal production practices, marketing patterns and consumer preference. The latest change involved splitting of the Commercial grade into Standard and Commercial grades. Beard reiterated that "grading is not a pricing device—consequently, grade standards only set the minimum requirements for each grade. There is no effort to range cattle within grade."

Henry Kruse, of Seattle Packing Co., chairman of the board of Western States Meat Packers Association, said that "present grading standards are essentially consumer buying guides and as such are adequate." In buying and selling beef to members of the industry, Kruse said he practices within-grade ranging. He urged all meat packers to support federal grading. He cited the experience of his company in Seattle, which has had compulsory federal grading for more than 15 years, as proof that consumers want graded meats. The meat industry must give consumers what they want in order to prosper. As more meat

moves into prefabricated frozen red meats, grading will become more essential, he said.

Another major issue confronting the livestock industry is the question: "Who pays for diseased animals purchased in good faith?"

LaRoe pointed out that while legally an implied warranty is generally held to cover most commodities sold, under English common law livestock is excluded from this legal protection. Currently, NIMPA, in cooperation with WSMFA, is fighting a test case to determine whether the cost of con-

demned animals should not be transferred to the seller. LaRoe stated that he believed the Secretary of Agriculture has no authority to compel a packer to pay for cattle condemned after purchase, as this is not an unfair trade practice coming under his jurisdiction, but rather, is a question of debt that should be settled in court.

An Ohio packer raised the question as to whether or not the average livestock producer knows when his cattle are diseased.

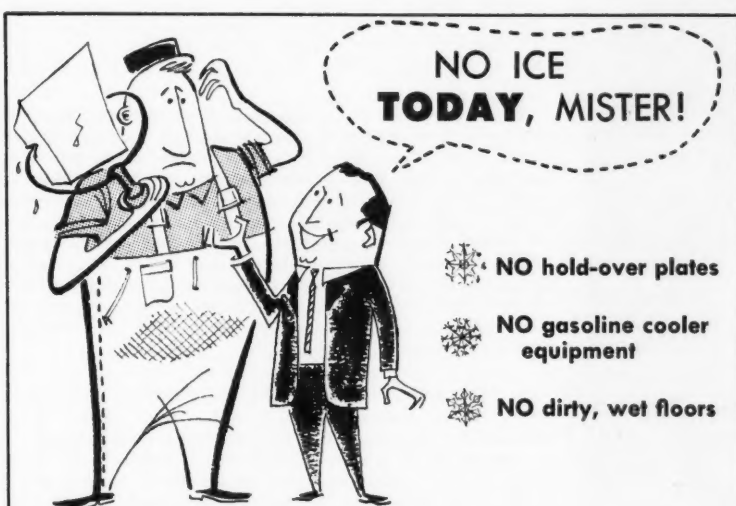
LaRoe also reported to committee

members that there is pressure to pass a law which would prohibit market prices from dropping more than 25c per day on cattle and 15c on hogs. This, he pointed out, is a real threat to livestock marketing under normal conditions of supply and demand. LaRoe advised packers to make their views known to their legislative representatives.

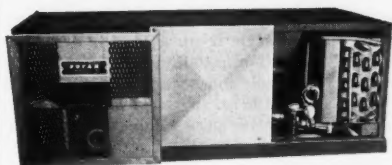
In his comments, Dr. A. R. Miller, chief of the Meat Inspection Branch, USDA, said that the department is advocating a cautious policy with respect to humane slaughter legislation. He pointed out that electric stunning methods he observed in the Low Countries would be impractical here. The lung condition of the electrically stunned animals is sometimes similar to that of tubercular animals. Furthermore, Miller said he questioned whether electrical stunning is more humane than methods now in use.

Discussing overtime inspection costs, he stated that the \$250,000 cut in his department's budget would not make it easier to furnish the inspection force needed to avoid overtime inspection. Dr. Miller said that of the total cost of federal inspection, federal appropriations account for \$14,000,000. The industry will continue to pay approximately \$5,000,000. Until such time as his department is authorized to hire an adequate inspection force, a large share of overtime will be paid by industry.

The livestock industry may or may not be aware, said LaRoe, that the Secretary of Agriculture is trying to transfer investigation of unfair trade practice charges to the Federal Trade Commission. This contemplated change is prompted by a lack of funds and personnel in the USDA which has jurisdiction in these cases under the Packers & Stockyards Act.



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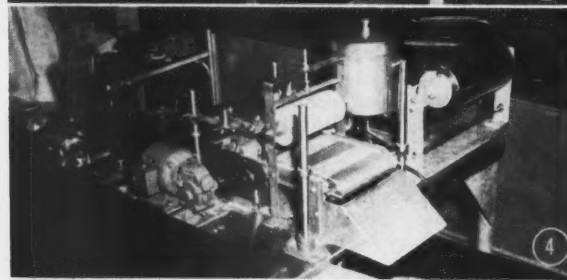
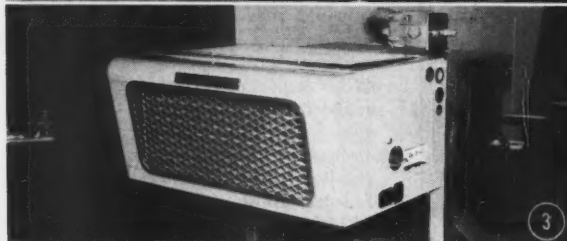
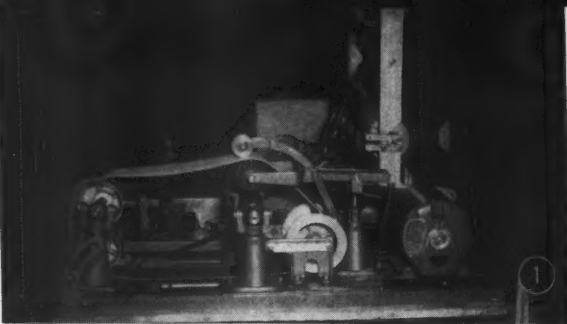
The Dash dog food of Armour and Company, Chicago, will be shedding a new promotional light with a "Glowing Tape" premium offer during May and June.

The premium consists of a 24-in. roll of luminescent adhesive tape that actually glows in the dark after receiving a "charge" from natural or artificial light. It is not an ordinary reflection-type tape. Retailing at 49c, the glowing tape will be offered for 25c and two Dash labels.

Suggested uses for the tape include: attaching strips or initials on children's jackets; as safety "lights" on bicycles, and as nighttime markings on steps, house numbers, key-holes and light switches.

Equipment

The latest in meat industry equipment taken directly from exhibits at the NIMPA convention.



1. A NEW-TYPE MOISTURE thermoplastic film shrinks with skin tightness around irregularly shaped meat products such as butts, picnics, etc. For maximum efficiency in packaging operations, the new material is held in two roll sizes, one for large items, such as hams, and the other for smaller items, such as butts. The operator sheets film to size with the aid of a hot cutoff wire, heat seals the bottom by pressing it against a sealer plate (in background) and then tightens film around product with the aid of belt roller (foreground). Belt rides freely on wheels until depressed by product pressure. The package is then shrunk further by hot water or air. Known as Snug-Pak, film is made by Tee-Pak, Inc., Chicago.

2. HIGH SPEED SAUSAGE meat slicer can turn out up to 1,000 slices per min. and group product in stacks of 4, 5, 6, 8, 10 or 12 slices. Special vacuum gripper holds and feeds molded product with a minimum of end loss. Shoes on feedway can be adjusted to handle either oval or square molds. Stack count will make weight for about 85 per cent of output. Vernier control of slice thickness permits paper thin adjustments, as control has ratio of 100 to one. Hollow ground knife prevents smear. Companion packaging conveyor is engineered for specific closing or wrapping operations. Unit shown was designed for Flex-Vac feeding. The Allbright-Nell Co., Chicago.

3. MECHANICAL TRUCK REFRIGERATOR weighs less than 450 lbs. Unit features full refrigeration capacity under all driving conditions by delivering power to compressor at a constant speed. The truck engine runs a new Hydra-Drive pump which, in turn, runs a hydraulic motor located in the refrigeration unit. The pump may be installed under the hood for belt drive or attached to the power takeoff for direct drive. The unit can be equipped with an electric motor to operate the compressor during parking. Automatic controls regulate refrigeration output and defrosting. U.S. Thermo Control Co., Minneapolis, Minn.

4. COMPACT UNIT HANDLES complete wrapping operation with shrink-type films. Material is sheeted from roller at right, with aid of hot wire cutoff. Bottom seal is made on warm plate and the package is then fed under roller and plate. Roller revolves in thermostatically-controlled water from tank (center). The moisture and heat shrink and seal the package. Final roller dries and helps to set heat closure. This equipment allows one operator to form complete shrink type packages in a compact area and eliminates transfer and handling operations. Miller & Miller, Atlanta, Ga.

5. A PLASTIC TRUCK BODY features monolithic construction and light weight. The lighter weight of the body greatly increases the payload capacity of the truck. The interior of the body is of one-piece plastic which permits easy sanitizing. A safety steel floor pans into the wall, forming a moisture proof area that can be cleaned easily. The monolithic body construction protects the glass insulation which is sandwiched between the inner and outer walls. Since neither moisture nor air can enter the body through crevices, cracks, etc., the life of the insulation is prolonged. The unit displayed was mechanically refrigerated with a Coldmobile unit. Heil Co., Milwaukee, and Coldmobile Division, Union Rubber and Asbestos Co., Chicago.

6. HIGH SPEED PRODUCTION with re-cycling of sifted breadding is a feature of breadding machine. After meat passes through the batter pan, it is breaded top and bottom and then passes under the two latex-coated rollers which gently press

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Review

Photographs by THE NATIONAL PROVISIONER.

breeding on the product. At the takeoff station, excess breeding material falls into a screw conveyor which carries it to the sifter and then to the breeding hopper. The unit can breed fresh as well as frozen meats and can handle up to 10,000 patties per hour. Sam Stein Associates, Sandusky, Ohio.

7. SEALER CLOSES CARTONS around the transparent pouch containing sliced and stacked meat product. With aid of mandrels (right), pouched product is positioned correctly in relation to wallet-type carton which is opened at filling station. The carton is then closed and fed into sealing unit (center) which heat seals the carton, forming a package with window which protects product. The back of the carton carries a suitable message. Cartons are then stacked upright in wire type containers (left) for retail merchandising. No part of pouch skirt is visible. Marathon Corp., Menasha, Wis.

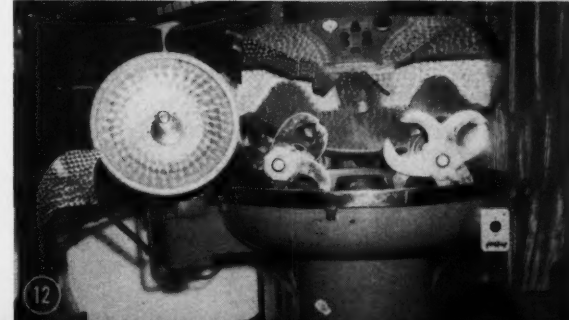
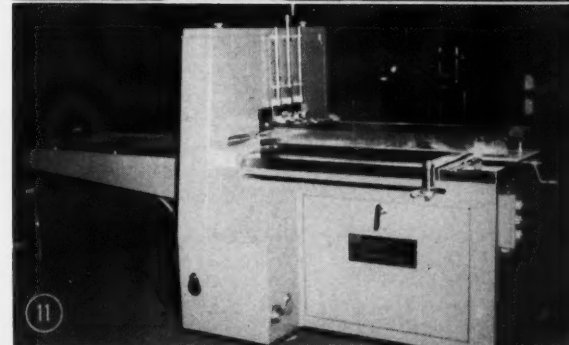
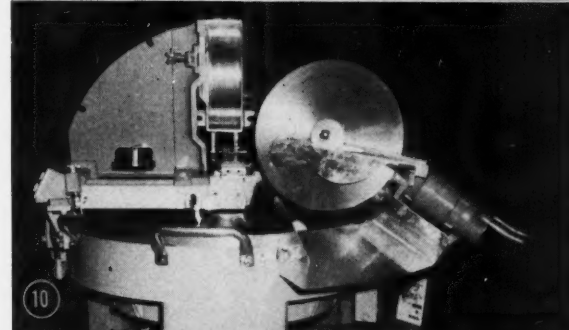
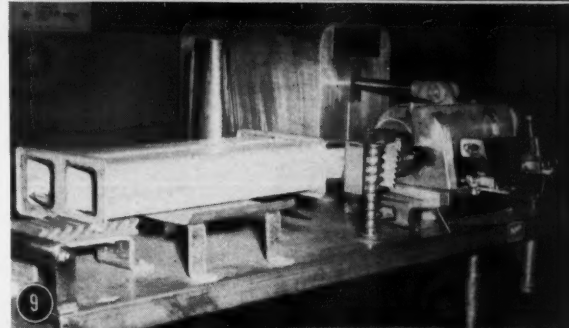
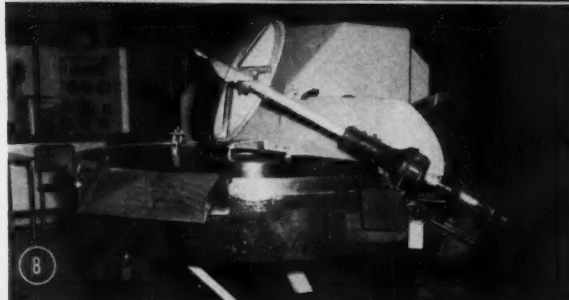
8. RE-ENGINEERED CHOP cutter features high speed cutting action by knife shaft equipped with 12 knives. The machine will chop out frozen or fresh unground meat. Knife hood is covered with plastic material which is sanitary, easy to clean and will not flake or chip. Bowl capacity is 750 lbs. The unit is powered by a 100-hp motor. Fine emulsion can be produced in approximately 5 min. Large over-the-side unloader is powered by its own motor and can be tilted quickly for rapid unloading. Bowl speed has been increased to facilitate chopping. Knife hood is interlocked electrically for safety and provides easy access to knives for sharpening. The Cincinnati Butchers' Supply Co., Cincinnati.

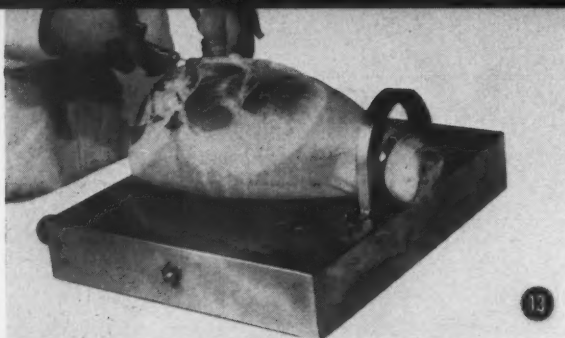
9. HEAVY-DUTY HAM press shapes and compresses boned and fattened hams into stainless mold; each mold holds two hams. One ham is stuffed, the mold is turned and the second ham is stuffed. A special lid is placed on the bottom of the mold. The mold is slid from table and a companion unit places a ratchet-pressure lid on it. Mold forms ham 4 in. x 4 in. in size. Heavily constructed guards prevent bulging. Large heat-transfer area assures uniform cooking. Lips on holding device prevent movement of mold during stuffing. Meat Packers Equipment Co., Oakland, Cal.

10. REDESIGNED CONVERTER chops out meats directly with no pre-grinding. Spindle equipped with six new knives rotates at 2,000 rpm. The high speed of spindle reduces chop time and produces product with a fine texture and with minimum of heat buildup. Large bowl capacity of 800 lbs. yields batch lots suitable for loading large stuffers. Built on the component part principle, all units are replaceable with standard parts. High speed over-the-side unloader removes product free of air pockets or smear from bowl. Converter has interlocking safety controls and large dial-face temperature indicator. John E. Smith's Sons Co., Buffalo, N. Y.

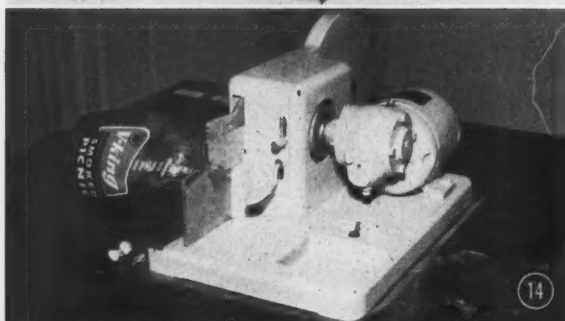
11. FROZEN MEAT SLICER makes 72 slicing strokes per minute. A feed opening of 5 in. x 6 in. permits multiple feeding of frozen product. The machine can produce up to 800 sticks, 288 steaks or 1,500 tidbits per min., depending upon size of product fed. Feed mechanism permits continuous loading while machine is in operation. Clean-cutting shearing knife, which is easily accessible for sharpening, eliminates dust and minimizes breakage. All parts in contact with meat are stainless or corrosion-resistant metal. General Machinery Corp., Sheboygan, Wis.

12. NEW CUTTER FEATURES counter-rotating knife spindles which expedite chopping. Each of the two high-speed shafts is equipped with seven firmly locked knives. The high speed bowl has an automatic timer which controls the

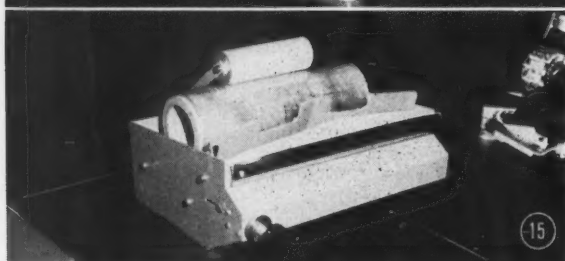




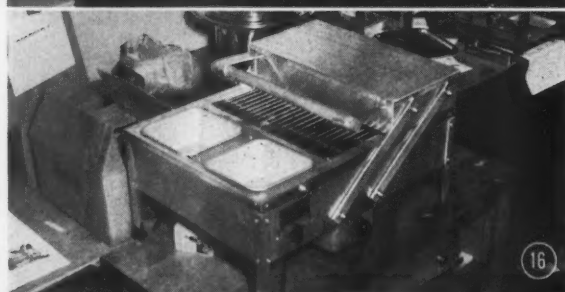
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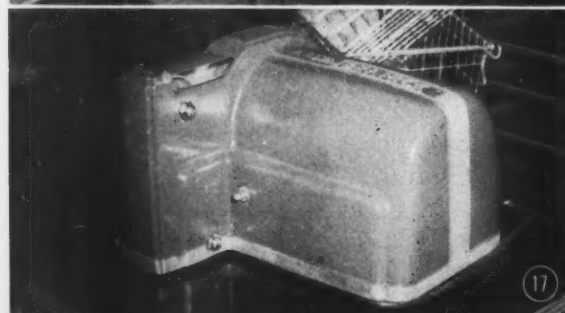
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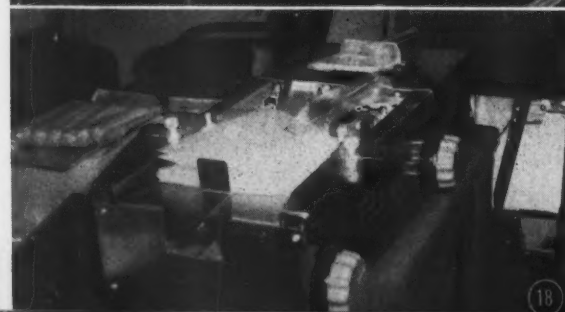
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number of turns per chop. The bowl and shaft each have two speeds, making it possible to chop coarse or fine product. Moisture can be metered to product in a predetermined percentage through four direct feed outlets. The machine chops unground fresh or frozen meat. Bowl is stainless steel and other parts contacting meat are made of rust-resistant polished metal. Barliant & Co., Chicago.

13. A SHANK HALTER LESSENS amount of pickle lost during ham or picnic pumping. By gripping shank in its encircling steel band, the machine prevents pickle from escaping through this portion of the cut. Since pickle is injected against a pressure head, its distribution throughout product is more even. Made of stainless steel, the unit is light in weight and can be moved readily. The steel-gripper band can be replaced in seconds. A knob at front of the machine controls the movement of the air-powered gripper band. Global Industrial Machinery Corp., Brooklyn, N.Y.

14. A TWO-CYCLE CRIMPING machine permits the snug packing of smaller smoked meats, such as butts, in film pouches. When set for a two-cycle crimp, the first closure loosely encloses the neck of the casing. Grasping the protruding neck the operator then pulls cased product against the machine face. After pulling casing firmly against bottom of product, he activates machine to complete the crimp. The machine can also be set to make a tight crimp in a one-cycle operation. Looped hanging strings can be placed in crimping well for attachment to film pouch. Tipper Tie, Inc., Union, N.J.

15. SHEETER PERMITS ADJUSTMENT of sheet length to the size desired. The simple knob control is used to pre-set the pullout length. This eases the task of the operator, who simply pulls to the stop, and saves on wrapping material as all sheets are of the specific length required. Cut-off bar against which the sheet is pressed assures a clean separation. Roller on top of wrapping film holds material in place. The unit is light and portable. Great Lakes Stamp & Mfg. Co., Chicago.

16. COMPACT BROILER UNIT prepares a ready-to-eat hamburger steak in less than 90 sec. Broiling is done without smoke or odor. The broiler is ideal for store demonstrations; it requires no exhaust and emits no odors. The broiler can handle three hamburger patties at once. The unit occupies 2 sq. ft. It operates on conventional 110-120 volt current, both AC and DC. The rack and drain lift out for easy cleaning. The broiler uses new infrared ray rods for heating. It can handle nearly all meat products demonstrated by packers. Dalson Products Manufacturing Co., Chicago.

17. PORTABLE ELECTRICALLY-POWERED sharpener puts razor edge on knives in seconds. An abrasive belt travels at a rate of 4,000 ft. per min. By placing the knife against this belt a desirable edge is obtained without danger of burning. The machine has three abrasive belts that can be used to sharpen cutting tools of different steel hardness, such as hog-sticking knives or hog-splitting cleavers. Belting can be changed in 2 min. A 1/2-hp electric motor powers the sharpener. The machine weighs 45 lbs. E. G. James Co., Chicago.

18. POUCH OPENER READIES bag for insertion of product, lessening effort required by operator. A magazine holds a large supply of pouches which move automatically into filling position. In packaging, the product is transferred from a mandrel check-scale platter or group assembly directly into opened pouch. Through simple adjustments made with metal guide bars, the opener can be used with a variety of bag sizes. Air pressure also is varied for different sizes. Simplicity of operation requires no operator training. The machine is light-weight. Tele-Sonic Packaging Corp., New York.

19. TAILORED TO MEET THE smoke needs of two six-cage smokehouses, this new generator is 57 in. high, 49 in. wide and 36 in. deep. The unit is made of stainless steel. A self-governing feed system assures complete utilization of sawdust and is automatic in operation. The unit has only one moving part, the spreader arm which feeds the sawdust. Burning pot can be replaced. Four bolts hold all component parts.

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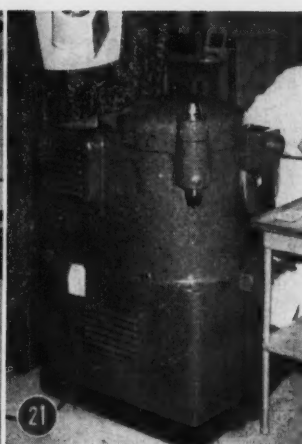
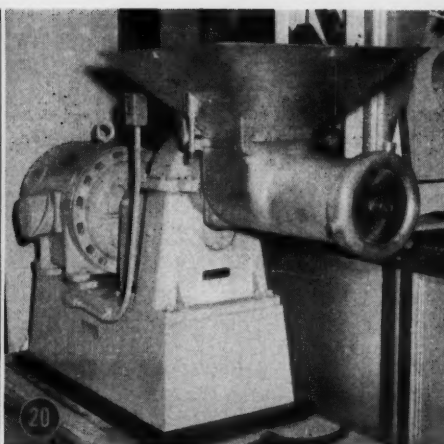
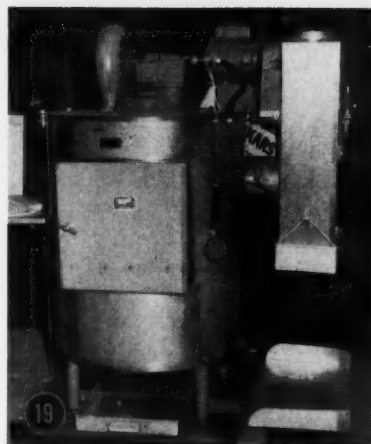
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A warning bell and light can be placed at a distance from the smoke generator to warn against overheating. Meat Packers Equipment Co., Oakland, Cal., and Julian Engineering Co., Chicago.

20. A SLIGHTLY ENLARGED cylinder at the point where the screw takes up the meat is a special feature of high-speed grinder rated at 12,000 lbs. per hour. This feature is said to eliminate smearing and heat buildup in product as it permits the meat to be gripped readily by the revolving screw. Cylinder has horizontal and spiral ribbing depending upon capacity desired. The grinder has a washout and drain for maximum sanitation. Powered by a 40-hp electric motor, grinder has eight $\frac{5}{8}$ -in. plates available in standard sizes. Enterprise Division, Silex Co., Philadelphia.

21. MACHINE STUFFS AND TWISTS linked product to an exact weight per link. The stuffer-linker can produce 50 to 140 small links per minute. A separate metering device powered by its own motor feeds an exact quantity of product into casing. The fill per link can be controlled from $\frac{1}{4}$ oz. to 16 oz. and links are of uniform size. Low-level metering capacity makes unit ideal for snack-type specialties. The machine is hydraulically operated and handles 140 lbs. of product per batch. Stuffer-linker performs three separate tasks, stuffing, metering and twisting. The Globe Co., Chicago.

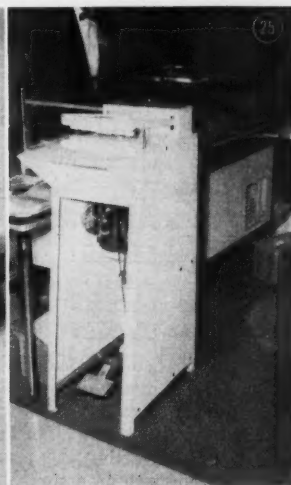
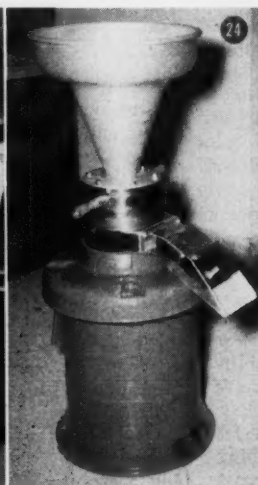
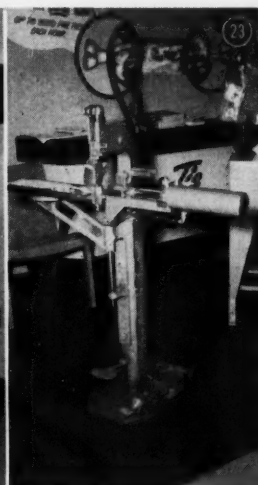
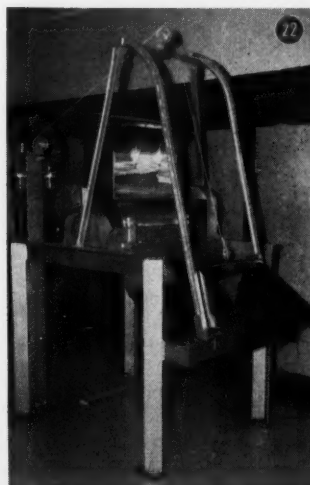
22. SHREDDER REDUCES 100-lb. blocks of frozen meat into fine particle size in seconds. Elevator tray permits easy loading. Elevator discharges directly into hopper of shredder. Shredding is performed by roto cleavers which are powered by a 20-hp electric motor. Meat is discharged directly from unit into meat truck or other container. Throat size on hopper

is 10½ in. x 22 in. One man can operate unit. There is a minimum rise in product temperature during shredding. The machine can be cleaned quickly. A. W. Hughes, Elmhurst, Ill.

23. SIMPLIFIED PRESSURE PACKING utilizes foot pressure to make crimp; air power is used only to pull. Stuffed product is placed on holding arm and casing neck is slipped into pressure pack face. The casing is crimped loosely and protruding neck inserted in redesigned gripper holders which are slip-proof. Smaller foot pedal activates pulling cylinder. Operator pricks moisture pockets and works up product during pulling. All parts in contact with casing are stainless. Unit requires minimum maintenance. Handle returns crimper header and gripper jaws. Hercules Fasteners, Inc., Elizabeth, N.J.

24. AN EMULSIFYING MILL for uncooked skeletal meat transforms these low-cost materials into suitable binder meat. Since beef lips, pork snouts, etc., do not need pre-cooking when so treated, the fresh meat retains maximum binding property. The unit can handle upward of 3,000 lbs. of product per hour. Cutting plates are cylindrically-shaped sleeves placed vertically on shafts revolving at 3,500 rpm. Vertical slots in the plates abrade the product into a fine emulsion. The unit has MIB approval. Kolloid Mills, Inc., Muncie, Ind.

25. UNIT WILL VACUUMIZE and heat seal up to 12 packages per min. of pouched product. The sealer can handle pouches up to a width of 9 in. A foot pedal controls the sealing cycle. The first pedal depression activates the vacuum drawing which is under observation of operator who holds the pouch firmly in his hands to flatten it. When the vacuum has been pulled, the pedal is depressed farther and starts the automatic heat-sealing cycle. Cryovac Co., Cambridge, Mass.



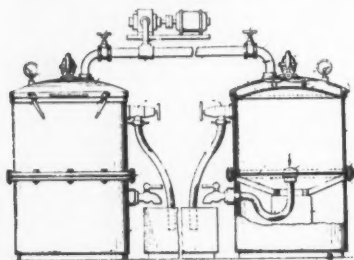
RECENT PATENTS

The data listed below are only a brief review of recent patents pertinent to the readers and subscribers of this publication.

Complete copies of these patents may be obtained by writing to the Editorial department, The National Provisioner, and remitting 50c for each copy desired. For orders received from outside the United States the cost will be \$1.00 per copy.

No. 2,742,367, APPARATUS AND METHOD FOR CURING MEATS, patented April 17, 1956 by Arthur Bachert, Essen, Germany.

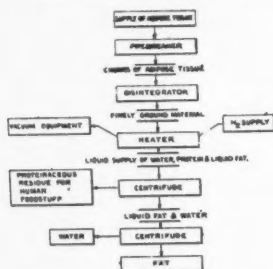
The method includes subjecting meat while in contact with curing solution alternately to simultaneous vac-



uum within the range from about 50 mm. to 300 mm. of mercury and mechanical pressure, and to simultaneous substantially atmospheric pressure and reduced mechanical pressure, in time cycles of about 1 to 3 minutes.

No. 2,742,488, PROCESS FOR RENDERING ANIMAL FATS, patented April 17, 1956 by Emmanuel J. Dufault, Weston, Ontario, Canada, assignor to Canada Packers, Limited, Toronto, Ontario, Canada.

A process of recovering the fat content from the fatty tissue of animals is disclosed and comprises treating

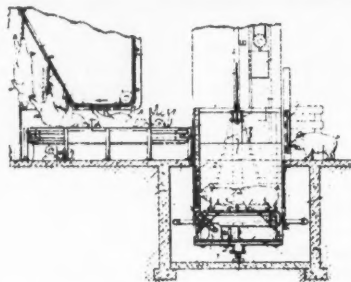


fatty tissue to denature the fat-splitting enzymes, mechanically disintegrating the fatty tissue so as to rupture the walls of substantially all of the fat cells thereof, subjecting the resulting mass to a vacuum to deaerate the mass

while at a temperature sufficient to liquefy the fat content thereof while retaining a large percentage of the moisture present in the mass, replacing the vacuum with an atmosphere of inert gas, subjecting the deaerated mass to a temperature sufficient to coagulate the tissue content thereof and separating the liquid fat from the tissue content of the mass.

No. 2,737,683, ANIMAL IMMOBILIZING APPARATUS, patented March 13, 1956 by Richard W. Regensburger, Flossmoor, Ill., assignor to Swift & Company, Chicago, Ill., a corporation of Illinois.

This slaughtering apparatus comprises a chamber in which the animal



is positioned by a vertically-moving confining device after being deposited therein by a conveyor, there being a gas discharge associated with the chamber.

No. 2,741,575, HIDE GLUE MANUFACTURE, patented April 10, 1956 by Havard L. Keil, Clarendon Hills, Louis A. Harriman, Chicago, and Arlan G. Roberts, Dolton, Ill. assignors to Armour and Company, Chicago, Ill., a corporation of Illinois.

A process for conditioning hide for glue manufacture is disclosed which comprises washing salted hide stock free of salt and dirt, subjecting the washed hide to the action of Mycoderma (Sp.) and Torulapis (Sp.) at a pH of from about 1.5 to about 3.5 for a period of about 21 days.

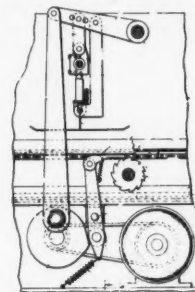
No. 2,741,576, METHOD OF PREPARING ANIMAL GLUE, patented April 10, 1956 by Havard L. Keil, Clarendon Hills Ill., assignor to Armour and Company, Chicago, Ill., a corporation of Illinois.

In this process for conditioning collagen-bearing animal tissues for glue extraction, the steps patented comprise exposing the tissues to the action of added living yeast-type organisms to partially condition the same and thereafter liming the tissues to complete the conditioning.

No. 2,741,974, APPARATUS FOR TREATING MEAT AND THE LIKE, patented April 17, 1956 by Fred J. Avery, La Grange, Ill.

Included is a head structure carrying a number of hollow needles for

relative movement of the head structure and a support for a ham or the like in one direction, a number of positive displacement pumps connected



to the needles respectively, and each including a cylinder and a piston slidable in the cylinder, a rotary operating device including a crank, a mechanical linkage connected to the crank to be actuated thereby and directly mechanically connected to both the head structure and to slide the pistons in the pump cylinders positively to displace liquid from the cylinders through the needles.

No. 2,740,774, EXTRACTION OF ANIMAL GLUE IN PRESENCE OF INSOLUBLE BASIC SUBSTANCE, patented April 3, 1956 by Edward Rapkin, Chicago, Ill., assignor to Armour and Company, Chicago, Ill., a corporation of Illinois.

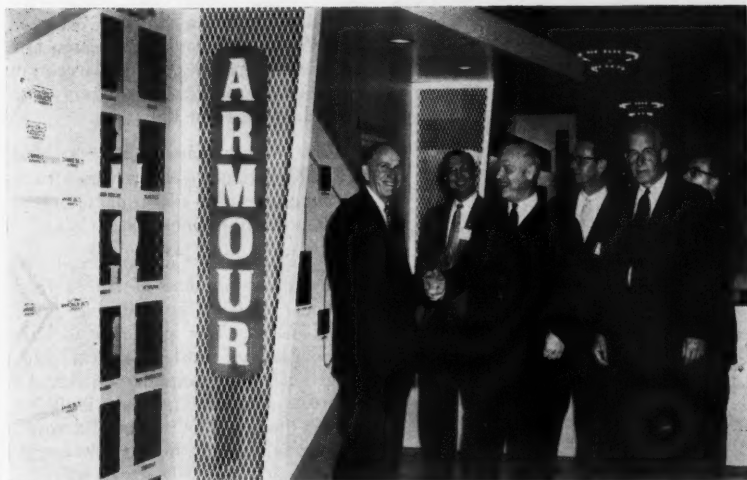
A method of extracting animal glue from collagen-bearing animal tissues is disclosed, characterized by the step of carrying out the extraction by contacting the tissues with hot water to extract the glue and also contacting the hot water with an insoluble basic substance to maintain the water at a non-acidic pH, these collagen-bearing tissues being acidulated with a water-soluble acid and being maintained interiorly during the extraction at an acidic pH, the acid and basic substance being characterized by reacting to form a water-insoluble salt, whereby the extraction is facilitated by the acidity of the tissues while the extracted glue is protected from acidic conditions which would impair its viscosity without increasing the inorganic salt content of the extracted glue.

New Mexico Truck Weight Law Not Going to Voters

New Mexico's Supreme Court has ruled that a 1955 state law liberalizing truck size and weight limits was a valid exercise of the state's police power and therefore is not subject to a referendum vote.

Such a referendum on the law, which increased truck weight limits by 20 per cent, had been sought by a group calling itself the Citizens' Good Road Committee.

The Meat Trail...



AMONG VISITORS to the Armour and Company display as the three-week Chemicals and Synthetics Exhibit formally opened May 8, in Washington, D. C., were Secretary of Commerce Sinclair Weeks and Commissioner of Patents Robert C. Watson. The exhibit, in the main lobby of the Department of Commerce bldg., is designed to show research and progress under the American patent system. Twenty leading companies are participating. Armour's display showed, in color photographs and flow charts, how dozens of useful chemicals are derived from animal fats, and how the company has improved its processes for the production of ACTHAR (the Armour brand of ACTH). Shown in photo (l. to r.) are: Victor Conquest, Armour vice president in charge of research; C. C. Batz of the Armour law department; Secretary Weeks; S. G. Hambling of the Armour research division; Commissioner Watson, and E. A. Michals, Armour chemicals division.



CHEF FOR THE DAY and "man of the hour," T. H. (Ted) Broecker, chairman of the board, Louisville Provision Co., Louisville, Ky., heaps platter with roast beef for this youngster, who is first in line at church supper. Pee Wee Valley Presbyterian Church, Pee Wee, Ky., near Louisville, sponsored the beef dinner to help raise funds for a new Sunday school and social building. Broecker, a trustee of the church, actually prepared the side dishes in the church kitchen. His firm also donated four Prime rounds of beef, which were roasted by professional caterers. Helping Broecker serve the beef is his brother, Leo, cattle buyer for Klarer Provision Co., Louisville. The "he-man" portions ladled out by the Broeckers reportedly exhausted the beef before all the several hundred customers could be served, but Ted Broecker again saved the day, as he "just happened" to have some Southern Star canned hams along.

JOBS

W. R. MILLER has been appointed general manager of the Armour and Company plant at Peoria, Ill., succeeding L. R. WELLS, who has been transferred to other duties. Miller joined Armour in 1936 as a clerk in Baltimore. He transferred to the Chicago plant accounting department in 1943 and had been office manager at the Chicago plant for more than two years when named to take plant management training last August.

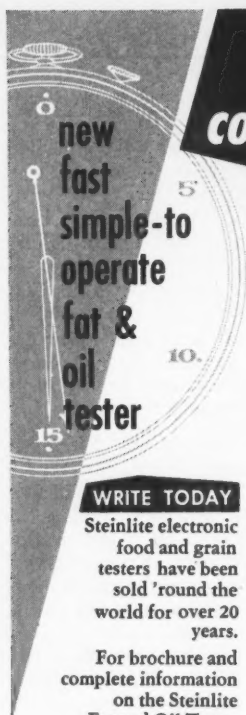
ROBERT S. WHEELER has been named manager of hog buying for Wilson & Co., Inc., Chicago, effective May 28. Wheeler joined Wilson in 1941 as a clerk in the provision department in Omaha. In 1951 he was appointed manager of the department, holding this position until his recent promotion. In his new post, he succeeds WAYNE C. JACKSON, who is being relieved because of poor health. Jackson will handle field supervisory work in hog buying out of Lincoln, Nebraska.

CARL FISCHER, president of Henry Fischer Packing Co., Louisville, has announced the appointment of JACK MITCHELL as comptroller. Mitchell, a leading authority on machine accounting methods, will establish procedures and systems for placing the whole of the firm's accounting procedures on a machine basis. Fischer explained that, while the firm has had accounting machines for some time, management felt their potential for furnishing information had not been properly exploited. Part of Mitchell's task will be to place all departments on a profit and loss statement basis, Fischer said.

PLANTS

Southern California Cattle Co. and its subsidiary, President Meat Co., have moved their entire operations from 4100 E. Bandini blvd. to 3501 East Emery, Los Angeles. The move gives the two firms larger, more modern quarters. The Emery st. facility previously was occupied by Modern Packing Co., which recently took over Machlin Meat Packing Co. at Norwalk, Calif. Southern California Cattle Co. is engaged in cattle and calf slaughtering while President Meat Co. processes veal and beef cutlets. MORRIS SALTER is president of both companies.

Petroff Packing Co., Benton, Ill., resumed killing operations recently



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following a 51-day strike which completely idled the plant. The walkout by members of International Teamsters Union Local 347, AFL-CIO, stemmed from a dispute over a change in the company's sales and distribution policies. Wages were not involved. Production workers also stayed away from the plant.

Fire recently caused an estimated \$20,000 damage to a newly-constructed annex to the plant of Standard Sausage Co., Minneapolis.

John Morrell & Co. has introduced a new consumer line of frozen food products under the Morrell Pride brand name. The products include beef "Tasteez," pork "Tasteez," buttered beef steaks and ham sticks. All manufacturing, at present, is being done in the Sioux Falls plant. LEONARD NELSON is manager of the new frozen food department.

Tornadoes that ripped through Flint, Mich., recently broke windows and damaged the roof and office of Flint Provision Co. and also knocked out refrigeration power for two days, ruining the entire supply of food in the wholesale meat and frozen foods plant. SIDNEY WOLIN is owner of the concern.

Metropolitan Hotel Supply Division of Swift and Company is putting the finishing touches on a new Los Angeles jobbing house for restaurant and

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FASHIONABLE, IMPORTED white stretch nylon gloves modeled above by pretty Miss Mary Frances Hummer are being offered as a premium by Stark, Wetzel & Co., Inc., Indianapolis. For each pair of gloves the customer must send 50c in coin and two labels from any of the following Stark & Wetzel products: vacuum-packed luncheon meats, skinless wieners, braunschweiger, liver sausage, sandwich spread, chili, or Trophy all beef wieners. The premium offer expires at midnight, June 15.

hotel supply. Company officials told THE PROVISIONER they expect to occupy the plant sometime in June. The new, larger unit reflects the continued growth of the firm in the Los Angeles area. Location is 3751 Jewel ave., across the street from the Swift plant. CHARLES KOEPPPEL, present manager, will continue in that capacity in the new plant.

Russell Packing Co., Long Prairie, Minn., has begun slaughtering cattle. DEAN CARLSON, vice president, said most of the beef will go to markets in Minneapolis and St. Paul but the company also will seek other retail outlets throughout the state.

Star Packing Co., Los Angeles, has begun operations as a light and heavy calf killing firm. The company went into business at 4100 East Bandini blvd., formerly occupied by Southern California Cattle Co. and President Meat Co. Star's operations, headed by plant manager ANDY ANDERSON, will include boning veal, and, later on, producing veal steaks.

Sid's Meat & Provision Co., Inc., New York City, has filed articles with the office of the secretary of state at Albany, changing its name to Sidney Borman, Inc. HYMAN BORMAN, 51 Chambers st., Manhattan, filed the papers.

TRAILMARKS

HOWARD H. RATH, chairman of the board of The Rath Packing Co., Waterloo, Iowa, was elected a director of the American Meat Institute at the Institute's recent annual spring meeting in Atlanta, Ga. He has taken an active part in AMI work for a number of years.



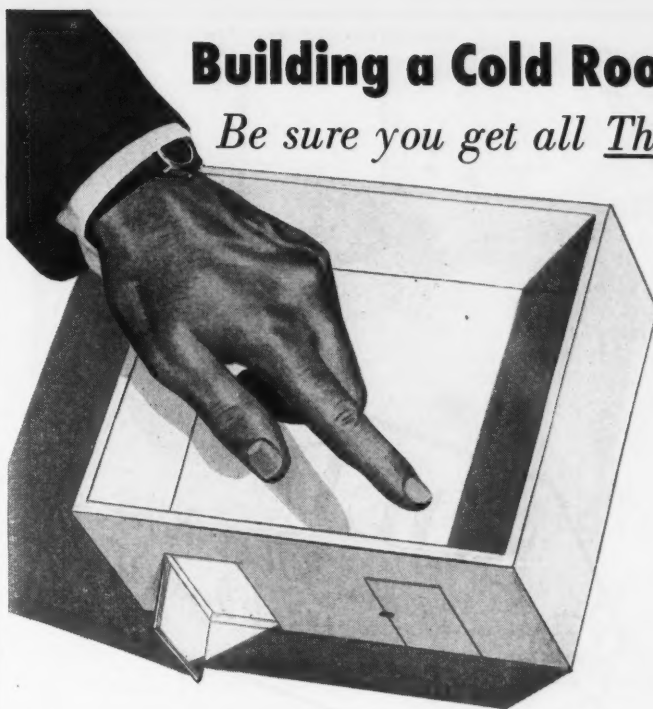
H. H. RATH

Rath joined the family firm in 1921 after receiving the B.S. degree in general business from the University of Illinois and has held a number of executive positions in the company during the past 35 years. He was elected president in 1950 and chairman in March of this year. Rath also is a director of the Illinois Central Railroad, the National Bank of Waterloo, the Iowa Manufacturers Association and the Chamber of Commerce of Waterloo. His father, the late JOHN W. RATH, also served as an AMI director.

ISADORE FLEEKOP, head of Fleekop's Wholesale Meats, Philadelphia, has been elected to the board of di-

Building a Cold Room?

Be sure you get all Three



1. THE RIGHT MATERIAL—UNITED'S B. B. (block-baked) CORKBOARD

No fillers—no binders—low "K" factor—easy to install—strong—lightweight—flexible. Bonds readily—works as easily as lumber.

2. THE CORRECT DESIGN—UNITED'S DESIGN SERVICE

Our engineers are trained insulation experts—available to consult, design and specify complete installations of insulation for practically every job condition and to your specifications.

3. THE PROPER INSTALLATION—UNITED'S INSTALLATION SERVICE

Our skilled erection crews, located at each of our branch offices can handle your complete installation. Avoid delays and improper applications of insulation by using United's experienced design and installation service.

United Cork Companies' have 50 years of experience and leadership in serving the requirements of the refrigeration industry with a quality product. If you have a low temperature insulation problem, use the coupon below for additional product information and installation data. Your United representative will be glad to advise you.



Corkboard



Pipe Covering



Tank Lagging



Manufacturers and erectors
of cork insulation
for almost a half century

UNITED CORK COMPANIES

5 Central Ave., Kearny, New Jersey

UNITED CORK COMPANIES, 5 Central Ave., Kearny, N.J.

Please send United Cork Catalog. I am interested in

NAME _____

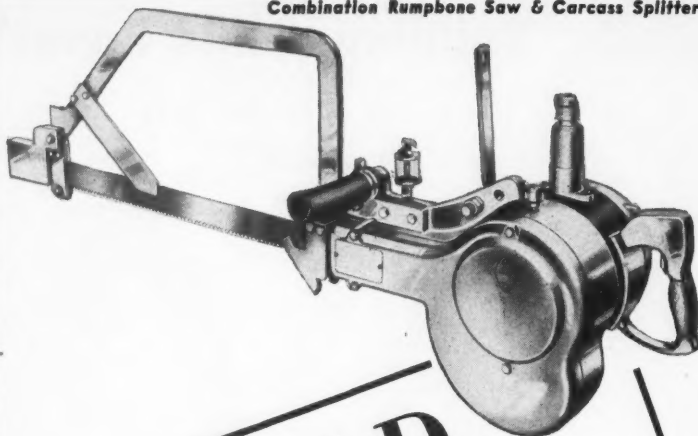
FIRM _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

Engineering and installation offices, or approved distributors, in key cities—coast to coast.

Combination Rumpbone Saw & Carcass Splitter



SOLD

*to Mr. Who's Who
of the Meat Industry*

HE DEMANDED DEPENDABILITY . . AND GOT IT!

The "big names" of the Meat Industry naturally turn to the big name in splitting equipment: **BEST & DONOVAN**. The list of B&D users reads like the Blue Book of the Meat Industry . . . they are all there. And certainly in large part the "big names" have become **BIG** through their purchase of the right tools for the job . . . such as B&D's full line of splitters, saws, markers and combination units. The saw illustrated is one of the B&D favorites among all packers, large and small . . . write for details of this and other B&D Machines today.

BEST & DONOVAN



332 SOUTH MICHIGAN AVE.
CHICAGO 4, ILLINOIS

Serving the Meat Packing Industry.....

SMITH, BRUBAKER & EGAN

30 NO. LASALLE ST. • CHICAGO 2, ILL.

ARCHITECT & ENGINEERS



rectors of the Philadelphia branch of the Jewish Theological Seminary. He also was re-elected an officer of Temple Shalom congregation, Philadelphia.

GUNNAR BOSTROM, credit manager of Canada Packers, Ltd., at Edmonton, Alta., has been elected to the board of governors of the Edmonton division, Canadian Credit Men's Trust Association.

Employees of Archie McFarland & Son Co., Salt Lake City, have organized their own credit union, the Bureau of Federal Credit Unions reports. About 125 employees and their families will be eligible for membership in the new group, the McFarland Employees Federal Credit Union.

The American Meat Institute and its advertising agency, Lennen & Newell, Inc., New York City, were listed in the May 19 issue of the *Saturday Review* as runners-up in the magazine's fourth annual awards for distinguished advertising in the public interest.

JOHN F. KREY, president of Krey Packing Co., St. Louis, has been elected to the board of directors of Anheuser-Busch, Inc., St. Louis.

W. K. PABST of Cudahy Brothers Co., Cudahy, Wis., has been named a director of the Milwaukee World Trade Club, Inc.

WALTER L. HEGEMAN, sales manager of Tobin Packing Co., Albany, N. Y., has been elected to the Tobin board of directors. He joined the firm in 1933 in Springfield, Mass.

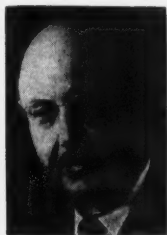
W. G. (BILL) PINKERTON retired recently from Swift & Company after more than 30 years as city sales manager in Cleveland. He joined Swift at Cleveland as a salesman in 1923 and was promoted to city sales manager the following year.

DEATHS

CHARLES F. SUCHER, 76, for many years president of Sucher Packing Co., Dayton, Ohio, died recently after a long illness. Sucher began work in his boyhood in the firm founded by his father, CHARLES, SR. He was advanced to the presidency when his father died in 1931 and headed the business until it was sold in 1945. Sucher received the American Meat Institute gold button in 1941 for 50 years of service in the industry. Surviving are the widow, GERTRUDE; a daughter and a brother, LOUIS A., who also formerly was associated with Sucher Packing Co.

Improve Speed, Service Instead of Cutting Rates, WSMPA President Forbes Tells Western Railroads

Western railroads should try to regain business lost to trucks by speeding up their schedules and otherwise improving their services to shippers instead of cutting rates, E. Floyd Forbes, president and general manager of the Western States Meat Packers Association, declared recently in San Francisco.



E. F. FORBES

Forbes said railroad rate cuts only invite retaliatory rate cuts by the truckers, leaving the railroads in the same relative position as when they started. He particularly hit the recent announcement by western railroads that they intend to reduce rates on westbound fresh meat and packinghouse products without a proportionate reduction in the rates on westbound livestock.

Forbes, announcing that western livestock and meat industries would fight the reduction, said it would force western packers out of business, thereby reducing buying competition for western livestock. This, he said, would in turn bring about lower prices for livestock in the West which would be ruinous for the western livestock industry.

"The western railroads are still in the horse and buggy days so far as their livestock and meat schedules are concerned," said Forbes. "To regain the business they have lost to the trucks, they should pay more attention to the time element, not the rate element, in the shipping picture.

"A shining example is the New York Central Railroad. When the Robert R. Young regime took over, the railroad had lost to the trucks most of its livestock and meat hauling business from Chicago and Mississippi River points to New York, because of slow schedules.

"To get the business back, Young didn't reduce rates. He put on fast trains, reducing the transit time one whole day between these points at no extra cost to shippers. He merchandised this fast service intensively. As a result, his railroad not only regained from the trucks all of its lost livestock and meat business but also picked up a lot of eastbound shipments of fruits and vegetables it never had before.

"Why not? Livestock shippers saved

one day's feeding of livestock, reduced risks and cut costs of insurance. Fruit and vegetable shippers delivered them fresher, with less risk of spoilage, and less cost of icing refrigerator cars.

"In shipping fresh meats, time is of the essence. It is not a major element in shipping packinghouse products, of which the western transcontinental railroads already have 95 per cent of the business.

"In fact, their service is so slow

that midwestern packers are using westbound refrigerator cars as mobile curing cellars. They inject their products with a three-day curing brine on loading; then, when the products arrive on the coast five or six days later, all that has to be done is to wash, smoke, wrap and deliver the finished product to the channels of trade. The packers are using the railroad's refrigerator cars instead of their own curing cellars and utilizing this space for other operations.

"The Union Pacific Railroad is the only western railroad that has made any effort to give western livestock shippers the fast service that keeps

Simple Arithmetic:

6 GALLONS
ORDINARY ENAMEL
@ \$6.95 gal. *

6 HOURS LABOR
TO REMOVE COOLER
PRODUCT @ \$2 per hr.

= \$53²⁰

6 GALLONS
KOCH ODORLESS
DAMP-PROOF ENAMEL
@ \$8.20 gal. **

= \$49²⁰

4⁵⁰

YOU ACTUALLY SAVE

Plus these Advantages:

- + NO BUSINESS INTERRUPTION...** With KOCH ODORLESS DAMP-PROOF ENAMEL you don't have to close down the cooler, remove foods, or raise the temperature.
- + NO NEED TO DRY OUT WALLS...** Apply KOCH ODORLESS DAMP-PROOF ENAMEL directly over damp walls at temperatures down to 32° F.
- + NO TASTE OR ODOR IN ANY EXPOSED FOOD...** KOCH ODORLESS DAMP-PROOF ENAMEL contains no odor harmful to any food product. Won't even taint exposed dairy products!
- + DURABLE, NON-YELLOWING FINISH...** KOCH ODORLESS DAMP-PROOF ENAMEL gives a tough, scrubbable finish that resists mild acids, grease and strong cleaning compounds. Available in gloss or flat finish.
- + FULLY GUARANTEED BY KOCH...** If you are not completely satisfied with KOCH ODORLESS DAMP-PROOF ENAMEL, your entire purchase price will be promptly refunded.

* Current retail price of most ordinary gloss enamels.

** Price of Koch No. 492 Gloss White Odorless Damp-Proof Enamel in 6-gallon quantity.

Mail Your Order:

No. 492 Gloss White.....	\$8.35 gal.
No. 493 Flat White.....	6.55 gal.
No. 495 Odorless Thinner.....	3.15 gal.

(5-gallon cans available at 15c per gallon less)

KOCH SUPPLIES

2518 Holmes St
Kansas City 8, Mo.
Phone Victor 2-3788



With this new, sectional design Niagara condenser you avoid the many troubles due to faulty condensing and get at all times the full capacity your refrigerating plant should afford.

You benefit from extra saving in upkeep labor and expense. The casing of this new condenser is made of sections each separately removable, giving you access to all parts for easy inspection to head off dirt and corrosion, to clean the coils easily from either side.

You benefit from greater efficiency in condensing. A simpler method of using evaporative cooling improves heat transfer. You benefit from Niagara features that remove super-heat before condensing and keep the system purged of oil. You save 95% of the cooling water cost.

You benefit from a low first cost, lower freight cost and less expense in erection.

Capacity range is from 90 to 240 tons. Write for Niagara Bulletin 131. Find out how your plant can save expense this season.

NIAGARA BLOWER COMPANY

Dept. N.P., 405 Lexington Ave.
New York 17, N. Y.

District Engineers in Principal Cities.



Over 40 Years Service in Industrial Air Engineering

the business from the trucks. The Union Pacific runs an overnight livestock special train from Salt Lake City to Los Angeles on a passenger train schedule, all cars roller-bearing equipped. More of this type of operation would give the trucks some tough competition.

"Some of the railroads have attempted to justify their proposed rate reduction to San Francisco newspapers by saying San Francisco is a deficit meat area and meat is going to reach it one way or another, by rails or trucks.

"The fact is, San Francisco is not a meat deficit area. It has ample packing facilities to provide all the meat San Francisco needs if its packers can obtain and slaughter livestock on a competitive basis with midwestern packers.

"But the city will become a 100 per cent meat deficit area if the local packers are put out of business by a flood of fresh meat slaughtered in the Midwest. Its meat will then be produced in midwestern plants whose employees are paid by midwestern payrolls. The same is true of most other cities in the West."

Forbes said if the railroads go through with their announced intention of posting the new reduced rates, the western livestock and meat industries will petition the Interstate Commerce Commission in Washington to suspend the rates pending a hearing.

Forty-seven western and midwestern agricultural organizations, including several state departments of agriculture and public service commissions, were mobilized against a similar proposal to reduce rates last year, leading the railroads to drop it temporarily.

Pennsylvania Food Law Revision Again Killed

Pennsylvania's House of Representatives for the second time recently defeated a bill backed by Governor Leader to revise the state's pure food laws, which have not been recodified completely for 47 years.

The second rejection of the proposal, which had been a major part of the governor's farm program, left it definitely dead for the current year.

Modeled on the uniform state food, drug and cosmetic act drafted by the Association of Food and Drug Officials of the United States, the bill would have provided broader definitions of adulteration and misbranding and would have provided for establishment of tolerances for certain foods that require addition of substances harmful to health.

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New Cudahy Ad Campaign Has 'Deep Smoked' Theme

Full-color, full-page newspaper insertions highlight the new advertising campaign of The Cudahy Packing Co., Omaha.

The 1956 campaign, which began late in March, calls for a continuing schedule in each of Cudahy's seven plant cities. In addition to Omaha, these are Denver, Phoenix, Salt Lake City, San Antonio, San Diego and Wichita.

The newspaper ads feature illustrations of products in use and the copy "Deep Smoked to make the flavor sing!"

Transcribed radio announcements with a bass voice accenting the line that Cudahy hams and bacons are "Deep Smoked" theme are being used on a saturation basis on 18 stations in the seven cities. Spot television is being used in two markets. These announcements are live demonstrations of products in use.

Cudahy's agency, Bozell & Jacobs, Inc., Omaha, also has prepared point-of-sale materials for the campaign. These tie in with the theme of the newspaper ads.

Inclusion of Meat as 'Raw Commodity' Opposed by AMI

A petition for amendment of regulations issued under the Pesticide Act has been filed with the Food and Drug Administration by the American Meat Institute and 16 member companies.

The petition urges that the regulations be amended to exclude meat from the definition of "raw agricultural commodities."

Although the regulation applies only to establishment of tolerances for pesticide residues on such commodities, the petitioners feel that including meat within such a definition is contrary to all prevailing ideas as to what constitutes "raw agricultural commodities" and may set a dangerous precedent.

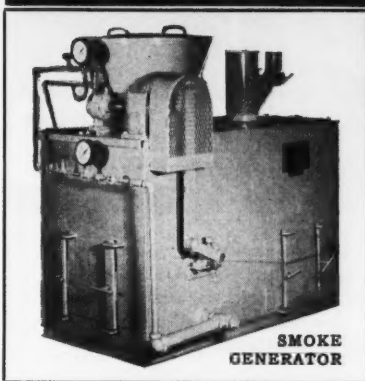
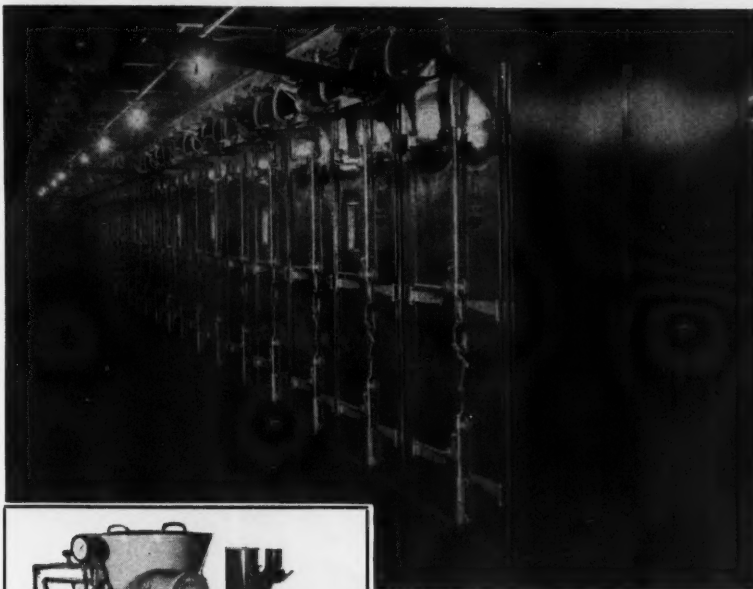
Ohio Official Rules Law Won't Permit Layoff Pay

A ruling that employer-financed supplemental layoff pay cannot be integrated with Ohio unemployment compensation benefits was handed down recently by James R. Tichenor, administrator of the State Bureau of Unemployment Compensation, in reply to a query from the Ford Motor Co.

He held that Ohio law requires that any remuneration paid by an employer to his employees for services

SMOKEHOUSES—SMOKE GENERATORS

DRY-SYS smokehouses are custom built to your requirements. Designed to achieve maximum, dependable performance at minimum cost. Let us show you why the prominent packers who use our equipment are so pleased with it.



DRY-SYS SMOKE GENERATOR

Simplicity itself! Mechanical saw-dust agitator. No electrical connections — totally air operated. Large capacity, with plenty of cool, dry, fully flavored smoke. Inexpensive and economical.

Write for Details

DRYING SYSTEMS, INC.

ENGINEERS • CONTRACTORS • MANUFACTURERS
1815 FOSTER AVE. CHICAGO 40, ILL.



PORK • BEEF • LAMB • VEAL
CANNED MEATS
COMMERCIAL SHORTENINGS
NATURAL CASINGS • DRY
SAUSAGE • LARD FLAKES

BLACK HAWK
MEATS
FROM THE LAND O' CORN

THE RATH PACKING CO., WATERLOO, IOWA

The UNIFORM — SMOKEHOUSE...



INDUSTRIAL offers you solid stainless steel construction, plus the most modern smokehouse designs in the industry. INDUSTRIAL Smokehouses are tailor made for your requirements, to assure you maximum production and efficiency. Our consultant will be glad to discuss your specific needs with you, at no obligation.

INDUSTRIAL *Air Conditioning*
SYSTEMS, INC.

PHONE: HUmboldt 6-4236

1883 WEST FULLERTON AVE.

CHICAGO 14, ILLINOIS

MORRIS FRUCHTBAUM, C.E.

PACKINGHOUSE ENGINEER and CONSULTANT

1512 WALNUT STREET • PENNYPACKER 5-4703

PHILADELPHIA 2, PENNSYLVANIA

must be deducted from benefits payable by the state. The layoff pay benefits, he said, came under the law's definition of "remuneration."

At the same time, Tichenor urged that the state legislature, which doesn't convene again in regular session until next year, more specifically either approve or reject the integration of layoff pay benefits and unemployment compensation.

Federal Inspection Granted

MIB has announced the granting of federal meat inspection to the following firms:

Lykes Bros., Inc., 50th st. and S.A.L. Railroad, mail, P. O. Box 2897, Tampa, Fla.; Libby, McNeill & Libby, Houston, Del.; Randy's Frozen Meats, 1855 Washington ave., San Leandro, Calif.; Clark's Ranch Kitchen, 9094 E. La Tunas dr., Temple City, Calif.; Seaboard Meat Co., Inc., 259 Clara st., San Francisco 7, and Jordan Meat Co., 1225 W. 33rd st., S., Salt Lake City 15, and subsidiary, Valley Sausage Co.

Also, Arnold Pahler Estate, RFD 1, mail, P. O. Box 126, Potsdam, N. Y.; Virginia Packing Co., Inc., State highway, Suffolk, Va.; Kauzor & Co., Inc., 1311-15 W. Fulton st., Chicago 7; Parker-Cliff Products Co., 72 E. Angeleno st., Burbank, Calif.; Barra's Frozen Foods, 2101 West st., River Grove, Ill.; Capri Table Products Co., Inc., 1342 39th st., Brooklyn 18, N. Y., and Richlor Boneless Pork, Inc., 2766 Webster ave., Bronx, New York 57, N. Y.

Urge Revision of Seattle Inspection Ordinance

Revision of the city meat inspection ordinance in Seattle to provide improved supervision of prepackaged meats was recommended to the Seattle city council recently by its public safety committee.

One of the proposed changes would permit the use of code dating on packages instead of calendar dating.

John Bright, director of sanitation in the city public health department, pointed out that many customers sort through packaged meats to obtain the latest dates with the result that some wrappings become broken.

Jobless Pay Benefits Are Booster in Kentucky

A bill increasing maximum unemployment insurance benefits from \$28 to \$32 a week for a maximum of 26 weeks was given final passage by the Kentucky Legislature recently and sent to the governor for signature.

Literature

Merchandising Self-Service Meats (NL 165): A brochure which contains 50 suggestions for success in self-service meats discusses physical layout of the meat department, meat processing, packaging and displaying. The pamphlet is in the form of a checklist.

Protective Clothing (NL 167): A line of protective, maintenance and service items of textiles, plastics and neoprenes is featured in a 12-page illustrated catalog.

Plastic Paints (NL 168): A plastic coating which is said to approximate pigmented liquid glass and contain no oils or other ingredients which can be "saponified" by alkaline salts is described in a small six-page folder. The plastic paint is composed of alkaline-resistant pigments dispersed in acrylic emulsion to produce a material that resists ageing, heat, mildew, chemical fumes, salt spray, sunshine and other deteriorating elements. It is formulated with mold and fungus inhibitors and is non-toxic. The paint achieves maximum toughness within 45 minutes after application and comes in 20 colors.

Mechanized Cleaning (NL 170): A colorful 12-page booklet contains line drawings of different types of mechanical cleaning apparatus to illustrate cleaning action. The booklet gives data on cleaning, sanitizing and lubricating materials. Controls for use with equipment are listed also.

Grinding Processes (NL 171): An attrition mill which is adaptable to fine grinding, milling, granulating or crackling operations, is illustrated in a four-page folder which contains a line drawing insert of the unit. A wide variety of plates, designed for specific milling, comminuting or shredding actions, is available.

Unloading Free-Flowing Materials (NL 172): A boxcar which uses an oscillating motion at each end of the car, is illustrated in a descriptive folder. Drawings of various sections of the unit, which is operated by pushbutton controls at one central point, are included.

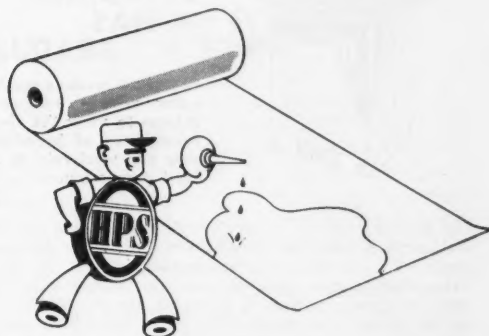
Self-Aligning Roller Bearings (NL 173): A 72-page catalog, just published, contains specification and data pages of a complete line of roller bearings ranging in size from $\frac{3}{4}$ in. to 7 in. The catalog includes revised engineering data, new load rating tables, drawings for parts identification, etc.

Refrigeration Condensers (NL 174): Benefits of new, sectional design refrigeration condensers with 100 to 240 tons capacity are explained in a four-page illustrated folder.

H-P-S KNOWS OILED WRAPS

PAPERS FOR PACKERS FOR OVER HALF A CENTURY

- Packers Oiled White
- Oiled Sta-Tuf



If yours is the usual or unusual Meat Wrapping Problem
Let us show you how HPS Meat Papers Meet Meat's Musts!



H.P. Smith

PROTECTIVE PACKAGING MATERIALS

Chicago 38, Illinois • Portsmouth 7-8000

Members: AMI • NIMPA

NEW PRODUCTS FROM EVERHOT

VITAL TO EFFICIENT OPERATION

1. ROTARY TATTOO

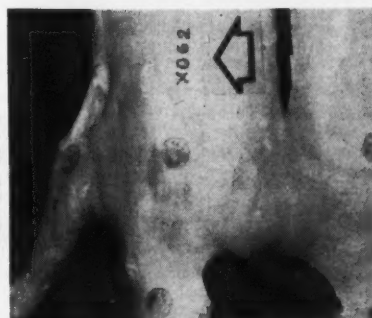
Hog shoulder tattoo identification sticks with the carcass right on to the cutting floor. Identifies lots according to origin, buyer, shipper and basis of purchase. A necessity to any grade and yield purchasing program.



2.

WHITE INK FOR DARK SAUSAGE

At last . . . an ink to legibly mark dry and dark-skinned sausage. Eliminates re-marking by remaining legible through washing. U.S.D.A. approved.



Send for Sample Kit only \$2.50



Sample Kit includes 2 oz. bottle of White Ink, 2 oz. bottle of flushing solvent and ink pad. Introductory offer specially priced at only \$2.50 for testing under your actual operating conditions.

Come to Everhot for all your branding equipment and supplies!

EVERHOT Manufacturing Company

57 SOUTH 19TH AVENUE

MAYWOOD, ILLINOIS

REDI-BREADER[®] SPECIAL MODERN MAID ALL-PURPOSE BATTER MIX



BREADING HAS GRADUATED

In just 90 seconds reading time your whole outlook may change to view the choice and formulation of breading in its new and vital role in scientific food processing.

The breading coat on a succulent shrimp, chicken leg, fish stick, veal cutlet or other food products *makes . . . or breaks* many a product . . . or profit. If the breading is right, for production, frying, timing, eye-appeal and taste, the product sells and builds with ever-growing volume. If it's wrong, the processor is in trouble and he knows it in no uncertain terms. Since little can be done with the food it covers, the vital importance of proper breading is rapidly gaining its due recognition. To achieve precisely the right breading, with scientific exactitude in weight control, fat absorption, frying characteristics, and infinite additional specifications MODERN MAID maintains a staff of experienced technologists who work constantly with processors all over America developing new formulations, meeting changing demands.

One breading cannot be all things to all processors. While MODERN MAID manufactures many different breading mixes in regular production, it has long been clear that only by providing CUSTOM BREADING SERVICES, can certain individual processing needs be met.

Operating the newest, probably largest and certainly the most advanced baking facilities in the nation, MODERN MAID is able to offer custom breading and services so extensive and detailed as to be unique in the industry. Research, development, meeting and solving all manner of problems has earned a place of creative leadership for MODERN MAID. And, MODERN MAID is privileged to share knowledge thus gained with all interested processors to help expedite and improve production, as well as product.

Processors now appreciate the fact that breading can solve many a problem, satisfy many demands. Fat absorption, weight gain, cooking speeds . . . fast-fry, slow-fry, deep brown, light brown, partial fry-partial brown and the myriad combinations of these cooking and color characteristics. Taste preferences, coating thickness and uniformity, granular structures and characteristics, "dustlessness", crumble, fat fractionation, residue. After naming the "problems", jumble them all up and start pulling out different combinations until infinity. MODERN MAID research anticipated many of these vital specifications . . . has solved others submitted by related industries.

BREADING is Modern Maid's business. No other. For example, we recommend machinery and equipment. But, by experience, not for ownership or profit. MODERN MAID has done so for a quarter century and continues to open new vistas through knowledge and service in an expanding processing market era.

Processors realize, as does MODERN MAID, that the purchase of breading mixes entails allied technical services to assure effective and successful use. It makes good business sense, therefore, "to call in the doctor" to discuss objectives, methods, individual problems so that the results will deliver *all* of the special requirements necessary.

A discussion at your plant, anywhere in the country, may be arranged without cost or obligation. Remember, even if you are using a "satisfactory" breading mix, it pays to check. You may find something better . . . or upon objective study you may come to realize that your present breading isn't doing the complete job.

Yes, breading has come of age in food processing and food technology. It must be designed for your equipment, fitted to your objectives and serviced to your permanent satisfaction. You can benefit from the vast experience of MODERN MAID breading technicians. Simply address an inquiry to: MODERN MAID FOOD PRODUCTS, INC., BREADING MIX DIVISION, DEPT. NP6, 110-60 Dunkirk Street, Jamaica 12, N. Y.

WINNING CHIPS!



Thick Ice Chips
for packing
Slush Ice
for chilling
Cake Ice
for storing



FOR ALL FOOD PROCESSING
NEEDS FROM A SINGLE

KENT ICE CHIP MAKER

NINE MODELS TO CHOOSE
2-50 TONS OF ICE DAILY

2 tons	\$2,150	9 tons	\$6,450	25 tons	\$10,500
5 "	4,150	14 "	7,350	35 "	13,500
7 "	4,950	20 "	9,350	48 "	16,500

Used by leading food processing firms: Swift & Co., National Dairy, Pillsbury Mills, Rockingham Produce Co., Watson Sea Foods

ASK ABOUT OUR SPECIAL LEASE-PURCHASE
PLAN . . . ICE FOR AS LITTLE AS \$1.50 PER TON!

WRITE . . . WIRE . . . CALL . . .



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CHICAGO 16, ILLINOIS
Telephone
DAnube 6-6434

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We have the best of all of these to serve you!
OMAHA, NEBR. CINCINNATI, OHIO FLORENCE, S.C.
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ALL MEAT . . . output, exports, imports, stocks

Meat Output Smallest of the Year

Curtailement of marketing livestock by farmers, while taking advantage of favorable weather for farm work, cut deeply into slaughter and meat production last week. Butchering of all livestock was down sharply as total output of meat declined to 357,000,000 lbs., the smallest weekly volume of the year so far. This was 8 per cent smaller than the 387,000,000 lbs. produced the week before and 2 per cent under last year's 364,000,000 lbs. for the same week. Cattle slaughter was off 6 per cent from the previous week and 5 per cent less than a year earlier. Hog slaughter, off 12 per cent, was only 5 per cent more than a year ago. Slaughter of calves and sheep was below that of the other two periods. Estimated slaughter and meat production by classes appear below as follows:

BEEF			PORK (Excl. lard)		
Week Ended	Number M's	Production Mil. lbs.	Number M's	Production Mil. lbs.	
May 19, 1956	349	190.6	1,021	139.8	
May 12, 1956	372	203.4	1,157	155.5	
May 21, 1955	367	194.5	973	139.4	

VEAL			LAMB AND MUTTON			TOTAL MEAT PROD. Mil. lbs.
Week Ended	Number M's	Production Mil. lbs.	Number M's	Production Mil. lbs.		
May 19, 1956	129	16.0	230	10.8	357	
May 12, 1956	136	16.5	244	11.5	387	
May 21, 1955	134	16.4	294	13.9	364	

1950-56 HIGH WEEK'S KILL: Cattle, 427,165; Hogs, 1,859,215; Calves, 185,965; Sheep and Lambs, 369,561.
 1950-56 LOW WEEK'S KILL: Cattle 154,814; Hogs, 641,000; Calves, 55,241; Sheep and Lambs, 137,677.

AVERAGE WEIGHTS AND YIELD (LBS.)					
CATTLE			HOGS		
	Live	Dressed	Live	Dressed	
May 19, 1956	985	546	244	137	
May 12, 1956	990	548	240	134	
May 21, 1955	960	530	254	143	

CALVES			SHEEP AND LAMBS			LARD PROD. Per cwt. Mil. lbs.
	Live	Dressed	Live	Dressed		
May 19, 1956	225	124	96	47	—	—
May 12, 1956	220	121	96	47	—	—
May 21, 1955	222	122	97	47	14.5	35.6

Beef Purchase Plan Could Be Easily Activated—Benson

A standby beef buying plan is assured and stands in readiness to help bolster any possible sag in cattle prices, Agriculture Secretary Ezra Benson told leaders of the cattle industry who met with him in Washington, D. C. recently.

Don C. Collins, president of the American National Cattlemen's Association, said that such a program would provide more benefit to the entire cattle industry than would the controversial features of the "grazing soil bank." Although included in the House version of the new farm bill, the grazing soil bank, the amendment was stricken from the version approved by the Senate Agricultural committee.

"A grazing soil bank, if it worked at all, could cause sudden dumping of cattle on the market with a resultant break in prices which would cost the industry more than the \$50,000,000 benefits proposed in the amendment," Collins declared. He also said that a soil bank for cattle

would be impractical because it might require fencing expenditures in excess of the benefits and could be difficult to police.

Dependent upon the amount voted by Congress for perishable commodity purchase, the amount allocated to beef could range considerably above \$100,000,000. Collins said the type of beef to be purchased and its intended use has not been worked out.

Dutch Exports of Hams To U. S. Show Decline In 1955

Netherlands exports of canned hams to the United States declined substantially in 1955. According to U. S. Department of Commerce data, imports of canned hams and shoulders dropped from 37,000,000 lbs. in 1954 to 28,000,000 lbs. in 1955, or 24 per cent.

Despite the decrease in exports to the U. S., Netherlands exports of processed meats in 1955 remained at 130,000,000 lbs., about the same as a year earlier. Eighty to 90 per cent of the processed meat exports were to the United Kingdom and the U. S.

Young Commercial Cattle To Be "Standard" On June 1

The Commercial grade of slaughter cattle will be divided into two new grades, designated as "Standard" and "Commercial," comparable to the revised grades for carcass beef, effective June 1, 1956, the U. S. Department of Agriculture has announced. The change has been under consideration for some time.

The grades for slaughter cattle will be Prime, Choice, Good, Standard, Commercial, Utility, Cutter, and Canner.

The division of the present Commercial grade is being made on the basis of maturity. The "Standard" grade will be applied to younger cattle and "Commercial" will be retained for mature cattle falling in the present Commercial grade. The change is being made in response to a recommendation from the Cattle and Beef Industry Committee.

The present Commercial grade includes cattle within the full range of maturity. Prime, Choice, and Good grades are restricted to relatively young cattle.

It was the opinion of the committee that it is impractical to merchandise under the same grade name young cattle which may qualify for Commercial grade with only a small quantity of fat together with older cattle which have a much greater degree of fatness.

USDA Seeks Offers To Sell Lard, Can Pork For Export

The U. S. Department of Agriculture has announced the contemplated purchase for export by the Commodity Credit Corporation of 1,500,000 lbs. of lard and 500,000 lbs. of canned pork luncheon meat. Offers to sell must be received in Washington by 2 p.m. (EST) Tuesday, May 29 for acceptance not later than 8 a.m. (EST) Friday following receipt of offers.

Specifications call for government inspected product delivered F.A.S. port of Philadelphia. Lard is to be prime steam, in 56-lb. net weight containers and the pork luncheon meat in 6-lb. cans of nine to a carton.

French Meat Production Up

French packers turned out about 5,487,000,000 lbs. of meat last year, or about 165,000,000 lbs. more than the year before.

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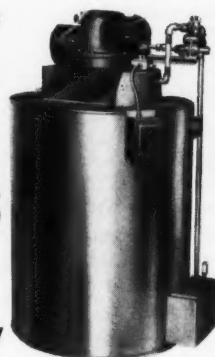
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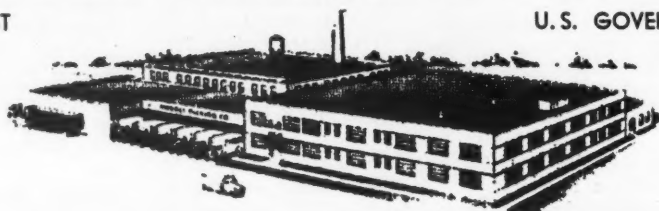
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PROCESSED MEATS . . . SUPPLIES

Production, Disappearance of Canned Meat Hit All-Time High Last Year

PRODUCTION of canned meat under federal inspection increased in 1955 for the third successive year, reaching a new all-time record. Consumption per person surpassed 10 lbs. for the first time in history. Consumption of canned meat was relatively low from 1937 through the war World War II, dipping to 1.5 lbs. in the first rationing year of 1942, after which year the trend was almost steadily upward.

Our civilian consumption of canned meat has exceeded domestic production each year since 1947. Civilian consumption has always been aug-

mented by considerable military purchases, the volume of which reached a lopsided total in 1944. No USDA purchases were recorded since 1945, but such purchases in 1941-46 made up a considerable portion of total disappearance.

Imports prior to 1954 leaned most heavily to beef, most of which came from South America. In 1954 imports swung decidedly to pork, most of which has been, and still is, canned ham from Europe. Much of our imports of canned ham in the last six months originated in Communist Poland, while the movement from Den-

mark and the Netherlands has tended to level off.

Commercial exports and shipments of canned meat last year were down sharply from the year before, due to a certain extent to various foreign trade barriers, foreign trade competition and the general growing abundance of meat abroad. Such movement reached its 20-year high in 1947 and its smallest volume in 1943.

U. S. Imports of Polish Pork Up Sharply in 1st Quarter

Continued sharp increases in imports of canned pork—largely ham—from Communist Poland were disclosed by the American Meat Institute in reporting data obtained from official government sources.

"During the first quarter of this year," said the meat packers' organization, "imports from Poland totaled 7,729,000 lbs. compared with 5,550,000 lbs. in the first quarter of 1955. This was an increase of approximately 40 per cent for the quarter. During March—usually a low month, imports were 86 per cent greater than in March of 1955; 1,047,000 lbs. and 562,000 lbs., respectively.

"Imports from other countries remained about the same or were slightly greater, but these countries recognize that foreign trade is a two-way street and they import considerable quantities of American products.

Poland imports but a small quantity of American meat and livestock products and the dollars it obtains for canned pork sold in the United States are utilized for other purposes."

SUPPLY AND DISTRIBUTION OF CANNED MEAT, 1937-55

Year	Fed. insp. production ¹ Million pounds	Imports Canned beef Million pounds	Canned pork Million pounds	Com'l exp. ship-ments Million pounds	USDA purch. ² Million pounds	Military purch. Million pounds	Civilian disappearance Total Million pounds	Per capita Pounds
1937	308.1	88.1	43.1	21.9	417.4	3.2
1938	303.5	78.6	40.6	22.8	399.9	3.0
1939	406.8	85.9	36.6	23.9	505.4	3.8
1940	530.2	61.3	1.2	20.2	572.5	4.3
1941	883.9	104.3	7	26.7	188.4	75.5	698.3	5.2
1942	1,926.6	91.6	5	18.8	875.6	920.5	202.8	1.5
1943	2,051.2	105.5	2.3	9.9	1,024.8	680.5	443.8	3.4
1944	1,930.7	87.7	2	13.2	448.6	1,121.0	435.8	3.3
1945	1,926.1	54.8	2	13.5	359.6	970.9	636.5	4.9
1946	1,342.8	3.3	2	55.3	157.1	19.2	1,110.2	7.9
1947	1,099.4	28.7	2	64.3	...	31.1	1,028.0	7.1
1948	1,096.0	129.1	2	35.4	...	22.8	1,136.4	7.7
1949	1,039.7	72.3	1.6	25.7	...	23.0	1,065.7	7.1
1950	1,231.3	124.6	18.6	20.0	...	50.3	1,304.1	8.6
1951	1,441.2	153.9	30.8	20.6	...	246.2	1,351.8	8.8
1952	1,351.2	120.0	53.8	18.7	...	57.8	1,446.0	9.3
1953	1,437.4	100.1	97.4	29.0	...	50.5	1,558.5	9.8
1954	1,441.0	85.2	113.2	42.5	...	33.6	1,533.3	9.6
1955	1,507.9	87.1	106.9	21.6	...	38.0	1,659.7	10.1

¹Beef, pork, sausage, all other, excluding soup. Federally inspected production is the largest part of U. S. total. ²Less than 50,000 lbs. ³Includes small quantities of canned beef and gravy procured by USDA and shipped abroad by CARE. ⁴Includes canned meat bought by USDA for school lunches and eligible institutions.

DOMESTIC SAUSAGE

(L.c.l. prices)

Pork sausage, hog cas., 40	@ 43
Pork saus., bulk, 1-lb., 31	@ 34 1/2
Pork sausage, sheep cas., 1-lb. pkge., 48	@ 53
Pork sausage, sheep cas., 5-lb. pkge., 46	@ 51
Frankfurters, sheep cas., 49 1/2	@ 58
Frankfurters, skinless, 41	@ 42
Bologna (ring), 42	@ 43
Bologna, artificial cas., 34 1/2	@ 36
Smoked liver, hog bungs, 45	@ 48
Smoked liver, art. cas., 33 1/2	@ 38
New Eng. lunch, spec., 57	@ 65
Polish sausage, smoked, 53	@ 54
Tongue and Blood, 39	@ 42 1/2
Olive loaf, 42	@ 46 1/2
Pepper loaf, 53 1/2	@ 57
Pickie & Pimiento loaf, 42	@ 42 1/2

SEEDS AND HERBS

(L.c.l. prices)

	Whole	Ground
Caraway seed	25	30
Cominos seed	27	32
Mustard seed, fancy	23	
Yellow American, 17		
Oregano	34	
Carlander		
Morocco, No. 1	20	24
Marjoram, French	57	62
Sage, Dalmatian, No. 1	58	66

DRY SAUSAGE

(L.c.l. prices)

Corvelat, ch. hog bungs	86 @ 89
Thuringer	45 @ 48
Farmer	68 @ 71
Holsteiner	70 @ 73
B. C. Salami	75 @ 79
Pepperoni	65 @ 68
Genoa style salami, ch.	89 @ 92
Cooked	40 @ 44
Sicilian	81 @ 84
Goteborg	68 @ 71
Mortadella	48 @ 51

SPICES

(Bales, Chgo., orig. bbls., bags, bales)

	Whole	Ground
Allspice prime	1.00	1.09
Resifted	1.07	1.19
Chilli, Powder	47	
Chilli Pepper	41	
Cloves, Zanzibar	59	65
Ginger, Jam., unbl., 81		88
Mace, fancy Banda	3.25	3.50
West Indies	3.36	
East Indies	2.98	
Mustard, flour, fancy	37	
No. 1	33	
West India Nutmeg	90	
Paprika, Spanish	51	
Pepper, cayenne	54	
Pepper:		
Red, No. 1	54	
White	46	50
Black	41	45

SAUSAGE CASINGS

(L.c.l. prices quoted to manufacturers of sausage)

Beef Casings:	
Rounds—	
Export, narrow,	32/35 mm. 1.10 @ 1.35
Export, med. wide,	35/38 mm. 90 @ 1.10
Export med. wide,	38/40 mm. 95 @ 1.50
Export, wide, 40/44	mm. 1.30 @ 1.65
Export, jumbo, 44/up.	2.00 @ 2.40
Domestic, regular	70 @ 85
Domestic, wide	80 @ 1.10
No. 1 weasands	
24 in. up	12 @ 16
No. 2 weas., 22 in. up.	9 @ 14
Middles—	
Sewing, 1 1/2 @ 2 1/2 in.	1.25 @ 1.65
Select, wide, 2 @ 2 1/2 in.	1.75 @ 2.10
Extra select,	
2 1/2 @ 2 1/2 in.	2.25 @ 2.60
Bungs, exp. No. 1	25 @ 34
Bungs, domestic	18 @ 25
Dried or salt bladders,	
piece:	
8-10 in. wide, flat	9 @ 11
10-12 in. wide, flat	9 @ 11
12-15 in. wide, flat	15 @ 18
Pork Casings:	
Extra narrow, 29 mm.	
and down	4.00 @ 4.15
Narrow,	
29 @ 32 mm	3.75 @ 4.15
Medium	
32 @ 35 mm.	2.15 @ 2.50
Spec. medium,	
35 @ 38 mm.	1.65 @ 1.90

Hog Bungs—

Sow	54 @ 60
Export, 34 in. cut	45 @ 52
Large prime, 34 in.	34 @ 36
Med. prime, 34 in. cut	25 @ 27
Small prime	16 @ 20
Middles, 1 per set,	
cap off	55 @ 60
Sheep Casings (per hank):	
28/28 mm.	5.25 @ 6.00
24/28 mm.	5.50 @ 6.00
22/24 mm.	4.90 @ 5.25
20/22 mm.	4.00 @ 4.30
18/20 mm.	3.00 @ 3.25
16/18 mm.	2.00 @ 2.30

CURING MATERIALS

Cwt.	
Nitrite of soda, in 400-lb. bbls., del. or f.o.b. Chgo.	\$10.31
Pure rfd., gran. nitrate of soda	5.65
Pure rfd., powdered nitrate of soda	8.65
Salt, in min. car of 45,000 lbs., only paper sacked,	29.40
f.o.b. Chgo., gran. ton	
Rock salt, ton in 100-lb. bags, f.o.b. whse., Chgo.	27.40
Sugar—	
Raw, 96 basis, f.o.b. N.Y.	6.07
Refined standard cane gran. basis (Chgo.)	8.60
Packers, curing sugar, 100 lb. bags, f.o.b. Reserve, La., less 2%	8.35
Dextrose, per cwt.:	
Cerelose, Reg. No. 53	7.68
Ex-Warehouse, Chicago	7.78

BEEF-VEAL-LAMB... Chicago and outside

CHICAGO

May 22, 1956

WHOLESALE FRESH MEATS CARCASS BEEF

Native steer:	
Prime, 600/800	36
Choice, 500/700	33
Choice, 700/800	32
Good, 500/700	31½
Bull	25
Commercial cow	24 @24½
Canner-cutter cow	23

PRIMAL BEEF CUTS

Prime:	
Hindqtrs., 5/800	48 @51
Foreqtrs., 5/800	26
Rounds, all wts.	41 @42
Td. loins, 50/70 (cl)	78 @84
Sq. chucks, 70/80	24½
Arm chucks, 80/110	23
Briskets (cl)	20 @21
Ribs, 25/35 (cl)	53 @56
Navel, No. 1	7½
Flanks, rough No. 1	11½ @12
Choice:	
Hindqtrs., 5/800	42
Foreqtrs., 5/800	22 @22½
Rounds, all wts.	40 @41
Td. loins, 50/70 (cl)	65 @68
Sq. chucks, 70/90	24½ @25
Arm chucks, 80/100	23 @23½
Briskets (cl)	20 @21
Ribs, 25/35 (cl)	44 @45
Navel, rough No. 1	7½
Flanks, rough No. 1	11½ @12
Good:	
Rounds	39 @40
Sq. chucks	24 @25
Briskets	19 @20
Ribs	40 @43
Loins	60 @62

COW & BULL TENDERLOINS

Fresh J/L C-O grade Froz. O/L	
80/83..... Cow, 3/dn.	64 @66
87/90..... Cow, 3/4	71 @73
95/97..... Cow, 4/5	74 @76
95/97..... Cow, 5/6	86 @89
95/97..... Bull, 5/6	86 @89

BEEF HAM SETS

Insides, 12/np	41¼n
Outsides, 8/np	38n
Knuckles, 7½ up	41¼n

CARCASS MUTTON

Choice, 70/down	18 @14
Good, 70/down	12 @13

PACIFIC COAST WHOLESALE MEAT PRICES

	Los Angeles	San Francisco	No. Portland
FRESH BEEF (Carcass):	May 22	May 22	May 22
STEER:			
Choice:			
500-600 lbs.	\$33.00 @35.00	\$35.00 @36.00	\$33.00 @36.00
600-700 lbs.	32.00 @34.00	32.00 @35.00	32.00 @35.00
Good:			
500-600 lbs.	31.00 @33.00	32.00 @33.00	32.00 @34.00
600-700 lbs.	30.00 @32.00	31.00 @32.00	31.00 @33.00
Commercial:			
350-600 lbs.	29.00 @32.00	29.00 @31.00	29.00 @32.00
COW:			
Commercial, all wts.	24.00 @27.00	27.00 @30.00	25.00 @29.00
Utility, all wts.	24.00 @26.00	24.00 @27.00	24.00 @27.00
Canner, cutter	None quoted	20.00 @24.00	22.00 @25.00
Bull, util. & com'l	28.00 @31.00	28.00 @30.00	None quoted
FRESH CALF (Skin-off)	(Skin-off)	(Skin-off)	(Skin-off)
Choice:			
200 lbs. down	38.00 @40.00	36.00 @38.00	37.00 @41.00
Good:			
200 lbs. down	35.00 @38.00	34.00 @37.00	35.00 @38.00
LAMB, SPRING (Carcass):			
Prime:			
40-50 lbs.	49.00 @51.00	48.00 @50.00	49.00 @52.00
50-60 lbs.	48.00 @50.00	46.00 @48.00	47.00 @50.00
Choice:			
40-50 lbs.	49.00 @51.00	47.00 @49.00	49.00 @52.00
50-60 lbs.	48.00 @50.00	45.00 @47.00	47.00 @50.00
Good, all wts.	45.00 @48.00	43.00 @45.00	45.00 @50.00
MUTTON (EWE):			
Choice, 70 lbs. down	15.00 @18.00	None quoted	14.00 @17.00
Good, 70 lbs. down	15.00 @18.00	None quoted	14.00 @17.00

BEEF PRODUCTS

(L.C.I. prices)	
Tongues, No. 1, 100's	28½ @32
Hearts, reg., 100's	10½
Livers, sel., 35/50's	27½
Livers, reg., 35/50's	15½
Lips, scalded, 100's	9
Lips, unscaled, 100's	8
Tripe, scalded, 100's	5½
Tripe, cooked, 100's	5½
Melts, 100's	5½
Lungs, 100's	5½
Udders, 100's	4½

FANCY MEATS

(L.C.I. prices)	
Beef tongues, corned	43
Veal breads,	
under 12 oz.	82
12 oz. up	99½
Calf tongues, 1 lb./dn.	22
Ox tails, under ¼ lb.	10½
Ox tails, over ¼ lb.	16

BEEF SAUS. MATERIALS FRESH

Canner-cutter cow	
meat, bbls.	32½
Bull meat, bon'ls, bbls.	33½ @34
Beef trim, 75/85, bbls.	22½ @23
Beef trim, 85/90, bbls.	27
Bon'ls chucks, bbls.	33
Beef cheek meat,	
trimmed, bbls.	19½
Shank meat, bbls.	34½
Beef head meat, bbls.	15
Veal trim., bon'ls, bbls.	29 @30

VEAL-SKIN OFF

(Carcass)	
(L.C.I. prices)	
Prime, 80/110	\$42.00 @43.00
Prime, 110/150	41.00 @42.00
Choice, 80/110	36.00 @38.00
Choice, 110/150	36.00 @38.00
Good, 50/80	31.00 @34.00
Good, 80/150	34.00 @36.00
Commercial, all wts.	30.00 @34.00
CARCASS LAMB	
(L.C.I. prices)	
Prime, 40/50	None qtd.
Prime, 50/60	None qtd.
Choice, 40/50	None qtd.
Choice, 50/60	None qtd.
Good, all wts.	42 @46
Springs, pr. 35/45	51 @53
Springs, pr. 45/55	51 @53
Springs, pr. 55/60	49 @50
Springs, ch. 35/45	51 @53
Springs, ch. 45/55	51 @53
Springs, ch. 55/60	49 @50

NEW YORK

May 22, 1956

WHOLESALE FRESH MEATS

BEEF CUTS

(L.C.I. prices)	
Steer:	
Prime carc., 6/700	\$38.50 @40.00
Prime carc., 7/800	37.50 @39.00
Choice carc., 6/700	35.00 @36.00
Choice carc., 7/800	33.50 @35.00
Hinds, pr., 6/700	49.00 @52.00
Hinds, pr., 7/800	46.00 @49.00
Hinds, ch., 6/700	44.00 @47.00
Hinds, ch., 7/800	42.50 @46.00

BEEF CUTS

(L.C.I. prices)	
Prime steer	
Hindqtrs., 600/700	47 @55
Hindqtrs., 700/800	50 @53
Hindqtrs., 800/900	47 @49
Rounds, diamond	42½ @43½
bone, flank off.	43½ @44½
Short loins, untrim.	75 @85
Short loins, trim.	1.03 @1.10
Flanks (7 bone cut)	11½ @12
Arm chucks	27 @30
Briskets	23 @26
Plates	10 @12
Foreqtrs. (Kosher)	31 @33
Arm chucks (Kosh.)	31 @34

Choice steer:	
Hindqtrs., 600/700	42 @51
Hindqtrs., 700/800	44 @48
Hindqtrs., 800/900	42 @45
Rounds, diamond	42 @43
bone, flank off.	43 @44
Short loins, untrim.	57 @63
Short loins, trim	78 @85
Flanks	11½ @12
Ribs (7 bone cut)	43 @46
Arm chucks	25 @28
Plates	9 @11
Foreqtrs. (Kosher)	29 @32
Arm chucks (Kosh.)	29 @33

N. Y. MEAT SUPPLIES

Receipts reported by the USDA
Marketing Service week ended
MAY 19, 1956 with comparisons:

STEER AND HEIFER:	
Carcasses	
Week ended May 19	12,575
Week previous	12,924
COW:	
Week ended May 19	1,674
Week previous	1,519
BULL:	
Week ended May 19	376
Week previous	322
VEAL:	
Week ended May 19	13,781
Week previous	13,160
LAMB:	
Week ended May 19	28,556
Week previous	28,818
MUTTON:	
Week ended May 19	2,467
Week previous	1,893
HOG AND PIG:	
Week ended May 19	6,952
Week previous	7,173
PORK CUTS:	
Week ended May 19	1,283,853
Week previous	1,145,907
BEEF CUTS:	
Week ended May 19	471,494
Week previous	82,225
VEAL AND CALF CUTS:	
Week ended May 19	3,000
Week previous	3,000
LAMB AND MUTTON:	
Week ended May 19	10,292
Week previous	690
BEEF CURED:	
Week ended May 19	14,807
Week previous	12,777
PORK CURED AND SMOKED:	
Week ended May 19	312,824
Week previous	573,201
LARD AND PORK FAT:	
Week ended May 19	7,580
Week previous	3,996

LOCAL SLAUGHTER

CATTLE:	
Week ended May 19	9,989
Week previous	14,443

FANCY MEATS

(L.C.I. prices)	
Veal breads, 6/12 oz.	75
12 oz./up	97
Beef livers, selected	30
Beef kidneys	14
Oxtails, ¼ lb./up froz.	11

LAMB

(Springers, L.C.I. carcass prices)	
City	
Prime, 30/40	\$50.00 @53.00
Prime, 40/45	50.00 @53.00
Prime, 45/55	50.00 @53.00
Prime, 55/65	None qtd.
Choice, 30/40	50.00 @53.00
Choice, 40/45	50.00 @53.00
Choice, 45/55	50.00 @53.00
Choice, 55/65	None qtd.
Good, 40/40	40.00 @46.00
Good, 40/45	40.00 @46.00
Good, 45/55	40.00 @46.00
Western	
Prime, 45/dn.	52.00 @53.00
Prime, 45/55	51.00 @52.00
Prime, 45/dn.	52.00 @53.00
Choice, 45/55	51.00 @52.00
Choice, 55/65	49.00 @51.00
Choice, 45/dn.	52.00 @53.00
Good, 45/55	42.00 @44.00
Good, 55/65	40.00 @42.00

VEAL-SKIN OFF

(L.C.I. carcass prices)	
Western	
Prime, 80/130	\$40.00 @41.00
Choice, 80/130	34.00 @39.00
Good, 50/80	28.00 @30.00
Good, 80/130	33.00 @35.00
Com'l, 50/80	28.00 @29.00
Com'l, 80/130	29.00 @32.00

BUTCHER'S FAT

Shop fat (cwt.)	\$1.50
Breast fat (cwt.)	2.25
Edible-suet (cwt.)	2.50
Inedible suet (cwt.)	2.50

CALVES:

Week ended May 19	10,200
Week previous	11,634

HOGS:

Week ended May 19	52,609
Week previous	45,439

SHEEP:

Week ended May 19	35,287
Week previous	44,310

COUNTRY DRESSED MEAT

VEAL:	
Week ended May 19	4,133
Week previous	3,863
HOGS:	
Week ended May 19	41
Week previous	58
LAMB AND MUTTON:	
Week ended May 19	148
Week previous	60

CATTLE SITUATION 1955, 56 COMPARED

Cattle on farms, slaughter, and beef supply and consumption for 1955 and forecast for 1956, as calculated by the U. S. Department of Agriculture:

CATTLE AND CALF POPULATION:

.....90,592,000

SLAUGHTER:

Cattle26,583,000

Calves12,866,000

Cattle and calves39,449,000

DRESSED WEIGHT PER HEAD, CATTLE

(LBS.):512

BEEF PRODUCED (000 LBS.):

.....13,568,000

BEEF CONSUMPTION PER PERSON (LBS.):

.....80.9

Forecast for 1956 of above list-ings, in the same order, were as follows: 97,465,000, 27,500,000, 13,000,000, 40,500,000, 511, 14,050,000, 000, and 82.5.

BY-PRODUCTS ... FATS AND OILS

BY-PRODUCTS MARKET

Wednesday, May 23, 1956

BLOOD

Unground, per unit of ammonia
(bulk) *5.25n

DIGESTER FEED TANKAGE MATERIAL

Wet rendered, unground, loose:

Low test *5.75n
Med. test *5.50
High test *5.25n
Liquid stick, tank cars *1.50@1.75

PACKINGHOUSE FEEDS

50% meat, bone scraps, bagged	Carlots, ton	75.00@	83.00
50% meat, bone scraps, bulk		72.50@	80.00
55% meat scraps, bagged			83.00
60% digester tankage, bagged		80.00@	85.00
60% digester tankage, bulk		77.50@	82.50
80% blood meal, bagged		110.00@	120.00
Steamed bone meal, bagged			87.50
(spec. prep.)			70.00n
60% steamed bone meal, bagged			

FERTILIZER MATERIALS

Feather tankage, ground,
per unit ammonia 4.25@4.50
Hoof meal, per unit ammonia 6.00@6.25

DRY RENDERED TANKAGE

Low test, per unit prot. *1.30@1.35n
Med. test, per unit prot. *1.25n
High test, per unit prot. *1.20n

GELATINE AND GLUE STOCKS

Calf trimmings (limed) 1.35@ 1.50
Hide trimmings (green salted) 6.00@ 7.00
Cattle jaws, scraps and knuckles
per ton 55.00@57.00
Pig skin scraps and trimmings 7.00

ANIMAL HAIR

Winter coll dried, per ton *125.00@135.00
Summer coll dried, per ton *60.00@ 65.00
Cattle switches, per piece 4@5½
Winter processed, gray, lb. 21¼
Summer processed, gray, lb. 13@14

TALLOW and GREASES

Wednesday May 23, 1956

Continued buying interest was apparent at the close of last week at 7¼c, c.a.f. Chicago, on bleachable fancy tallow. Trade members were talking 6¼@6¾c on yellow grease. Choice white grease, all hog, was bid at 7¾c, delivered New York, with offerings held up to 8¼c. Bleachable fancy tallow was bid at 7½@7¾c, same delivery point, product considered. Edible tallow was bid at 10½c, Chicago, with product available at 11c. The same was offered at 11c, f.o.b. River, and other outside points. On Friday, choice white grease, all hog, traded at 8c, c.a.f. East. Bleachable fancy tallow moved at steady levels.

The market on Monday was quiet, with buyers' ideas shaded fractionally. Bleachable fancy tallow was bid at 7¾c, Chicago, and choice white grease, all hog, at 7¾@7¾c, c.a.f. East. Sellers asked steady prices. Special tallow was bid at 6¾c, Chicago, or ¾c off. No sales were reported on

edible tallow; however, some buying inquiry was recorded at 10¾c, Chicago, and again producers asked 11c locally and f.o.b. outside points. A few tanks of choice white grease, all hog, sold late Monday at 7¾c, c.a.f. New York. Prime tallow sold at 7¼c, same destination.

Some bleachable fancy tallow changed hands on Tuesday at 7@7¾c, c.a.f. Chicago. Special tallow was available at 6¾c, and yellow grease at 6¾c, also Chicago. Additional tanks of choice white grease, all hog, sold at 7¾c, c.a.f. East. No great change took place on bleachable fancy tallow for that receiving point. The edible tallow market was quiet, and quoted nominally steady.

Bleachable fancy tallow traded Wednesday at 7c, c.a.f. Chicago. The market still carried a soft undertone. Special tallow sold at 6¾@6½c, c.a.f. Chicago, product considered. Choice white grease, all hog, sold at 7¾c, c.a.f. East, several tanks involved. The edible tallow market was quiet on the part of users; however, some offerings came to light with 11c asked, f.o.b. River, and 10½@11c,

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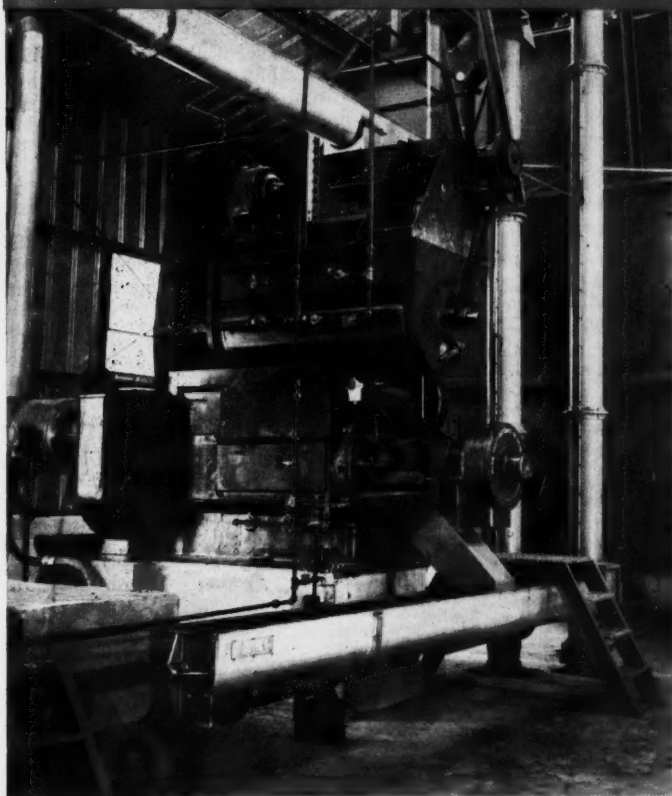
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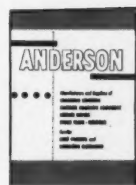


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f.o.b. other outside points. B-white grease reportedly sold at the same basis as special tallow.

TALLOW: Wednesday's quotations: edible tallow, 10 $\frac{3}{4}$ c; original fancy tallow, 7 $\frac{1}{4}$ c; bleachable fancy tallow, 7c; prime tallow, 6 $\frac{3}{4}$ c; special tallow, 6 $\frac{3}{4}$ @6 $\frac{1}{2}$ c; No. 1 tallow, 6 $\frac{1}{4}$ @6 $\frac{3}{4}$; and No. 2 tallow, 5 $\frac{3}{4}$ c.

GREASES: Wednesday's quotations: choice white grease, not all hog, 7c; B-white grease, 6 $\frac{1}{2}$ @6 $\frac{1}{2}$ c; yellow grease, 6@6 $\frac{1}{2}$ c; house grease, 5 $\frac{3}{4}$ c; brown grease, 5 $\frac{1}{4}$ @5 $\frac{1}{2}$ c. Choice white grease, all hog, was quoted at 7 $\frac{3}{4}$ c, c.a.f. East.

EASTERN BY-PRODUCTS

New York, May 23, 1956

Dried blood was quoted Wednesday at \$4.50 per unit of ammonia. Low test wet rendered tankage was listed at \$4.50@4.75 f.o.b. per unit of ammonia and dry rendered tankage was priced at \$1.40 nominal.

N.Y. COTTONSEED OIL FUTURES

FRIDAY, MAY 18, 1956

	Open	High	Low	Close	Prev. Close
July	17.90b	17.93	17.82
Sept.	17.67	17.50b	17.35
Oct.	16.50b	16.45b	16.35b
Dec.	16.35	16.22b	16.14
Jan.	16.20b	16.15b	16.06b
Mar.	16.20b	16.15b	16.04
May	16.15b	16.05b	15.99b
July	16.00b	15.95b

Sales: 179 lots.

MONDAY, MAY 21, 1956

	Open	High	Low	Close	Prev. Close
July	17.94b	17.95	17.65	17.85	17.93
Sept.	17.33b	17.47	17.30	17.32	17.50b
Oct.	16.50b	16.45	16.45	16.24b	16.45b
Dec.	16.25b	16.17	16.00	16.02	16.22b
Jan.	16.20b	16.05	15.90	15.90	16.15b
Mar.	16.15b	16.20	15.85	15.85b	16.15b
May	16.10b	15.88	15.80	15.83	16.00b
July	16.00b	15.85b	15.95b

Sales: 265 lots.

TUESDAY, MAY 22, 1956

	Open	High	Low	Close	Prev. Close
July	17.55	17.55	17.10	17.24	17.65
Sept.	17.15b	17.15	16.50	16.69	17.32
Oct.	16.10b	16.00	15.70	15.77b	16.24b
Dec.	15.90	15.92	15.25	15.47	16.02
Jan.	15.84	15.85	15.45	15.45	15.90
Mar.	15.70b	15.30	15.25	15.37b	15.85b
May	15.68b	15.35	15.35	15.35	15.85
July	15.65b	15.20b	15.68b

Sales: 571 lots.

WEDNESDAY, MAY 23, 1956

	Open	High	Low	Close	Prev. Close
July	17.50	17.50	17.25	17.42	17.24
Sept.	16.80b	16.90	16.70	16.82	16.69
Oct.	15.92b	15.95	15.94	15.94	15.77b
Dec.	15.63b	15.72	15.53	15.65	15.47
Jan.	15.53b	15.75	15.54	15.59	15.45
Mar.	15.48b	15.60	15.49	15.57	15.37b
May	15.40b	15.53	15.53	15.49	15.35
July	15.35b	15.40	15.40	15.30	15.20b

Sales: 357 lots.

VEGETABLE OILS

Crude cottonseed, carlots, f.o.b.

Valley	15 $\frac{1}{4}$ n
Southeast	15 $\frac{1}{4}$ n
Texas	15 $\frac{1}{4}$ @15 $\frac{1}{4}$ n
Corn oil in tanks, f.o.b. mills	15 $\frac{1}{2}$ pd
Soybean oil, Decatur basis	14 $\frac{3}{4}$ b
Peanut oil, f.o.b. mills	16 $\frac{1}{4}$ n
Coconut oil, f.o.b. Pacific Coast	12 $\frac{3}{4}$ n

Cottonseed foots:
Midwest and West Coast 1 $\frac{1}{2}$ @ 1 $\frac{1}{2}$
East 1 $\frac{1}{2}$ @ 1 $\frac{1}{2}$

OLEOMARGARINE

Wednesday, May 23, 1956

White domestic vegetable	28
Yellow quarters	30
Milk churned pastry	20
Water churned pastry	25

OLEO OILS

Wednesday, May 23, 1956

Prime oleo stearine (slack barrels)	13 $\frac{1}{4}$ @13 $\frac{1}{4}$
Extra oleo oil (drums)	16 $\frac{1}{2}$ @17

n—nominal. a—asked. pd—paid.

HIDES AND SKINS

Most selections of hides sold steady, with bulk of activity Tuesday—Small packer hide market slow, due mainly to lack of aggressive interest—Country hide market mixed—Calf and kipskin offerings lacking—Shearlings and fall clips steady.

CHICAGO

PACKER HIDES: If bids were indicative of the trend on the hide market, steady prices would have been realized once trading commenced. Most selections of June hides were wanted at levels comparable with those of last week, but offerings were generally unavailable early Monday. The only selection traded was about 4,200 Northern light native cow hides at 15½c.

Activity improved on Tuesday, and several selections of hides traded steady. Butt-branded steers brought 9½c, Colorado steers 9c, River heavy native steers 12c, Northern heavy native steers 12½c, Northern branded cows 12c, River light native cows 16½c and Northern light native cows, 15½c.

With the exception of a few odd lots of hides, which traded steady, the hide market at midweek was generally slow.

SMALL PACKER AND COUNTRY HIDES: There was little action in the small packer hide market up to early midweek, with most tanners reportedly marking time. Some inquiry, however, was heard on mid-Western 50@52-lb. average hides at 12½c, but offerings were priced at 13c and as high as 13½c. Sales of 60-lb. average hides were also slow,

with steady levels generally prevailing. The country hide market was difficult to peg, with some sources quoting 10½@11c on 50@52-lb. average locker butchers and others reporting bids of 10c. Mixed lots including renderers were bid at 9c and offered at 9½c.

CALFSKINS AND KIPSKINS: Both the calf and kipskin markets were quiet, reportedly due to lack of offerings.

SHEEPSKINS: Shearlings and fall clips considered generally steady with last week, as were dry pelts and pickled skins.

CHICAGO HIDE QUOTATIONS

	Week ended		Cor. Week	
	May 23, 1956		1956	
Lt. nat. steers	12	15½n	13½	14n
Hvy. nat. steers	12	@13½n	10	@10½n
Ex. Lgt. nat. steers		18n		
Butt. brand. steers		9½n		10n
Col. steers		9n		9½n
Hvy. Tex. steers		9½n		10n
Lgt. Tex. steers		13½n		
Ex. lgt. Tex.		17n		15½n
Hvy. nat. cows		13n		10½@11n
Lt. nat. cows	15½	@16½n	13	@15½n
Branded cows	12	@13n	10	@10½n
Nat. bulls	10	@10½n		9n
Branded bulls	9	@9½n		8n
Calfskins.				
Nor. 10/15	50	@52½n		42½n
10/down		45n		47½n
Kips. Nor., nat., 15/25		34n		28n

SMALL PACKER HIDES

STEERS AND COWS:				
60 lbs. and over	9½	@10n		9
50 lbs.		13n	10	@10½n

SMALL PACKER SKINS

Calfskins, all wts.	.34	@36n		35n
Kipskins, all wts.	.22	@24n	20	@21n

SHEEPSKINS

Packer shearlings.				
No. 1	2.50	@2.75n	2.75	@3.00
Dry Pelts		23n	27½	@28n
Horsehides, Untrim.	10.25n	8.00	@8.50n	

N. Y. HIDE FUTURES

FRIDAY, MAY 18, 1956

	Open	High	Low	Close	
July	12.95b	12.90	12.70	12.75b	80a
Oct.	13.10b	13.15	12.85	12.92	95
Jan.	13.30b	13.10	13.10	13.15b	19a
Apr.	13.50b			13.35b	45a
July	13.70b	13.75	13.75	13.55b	65a
Oct.	13.85b			13.70b	85a

Sales: 37 lots.

MONDAY, MAY 21, 1956

July	12.70b			12.75b	80a
Oct.	12.87b	12.90	12.85	12.90	
Jan.	13.05b	13.05	13.05	13.05b	14a
Apr.	13.25b			13.25b	35a
July	13.45b			13.50b	60a
Oct.	13.60b			13.70b	80a

Sales: 7 lots.

TUESDAY, MAY 22, 1956

July	12.60b			12.75b	80a
Oct.	12.85b	13.10	12.90	12.99	
Jan.	13.00b			13.10b	25a
Apr.	13.20b			13.30b	45a
Oct.	13.40b			13.50b	65a
July	13.55b			13.65b	80a

Sales: 9 lots.

WEDNESDAY, MAY 23, 1956

July	12.70b	12.70	12.70	12.60b	78a
Oct.	12.90b	12.95	12.90	12.88b	93a
Jan.	13.05b			13.05b	10a
Apr.	13.25b			13.25b	35a
July	13.45b	13.50	13.50	13.45b	55a
Oct.	13.70b			13.60b	75a

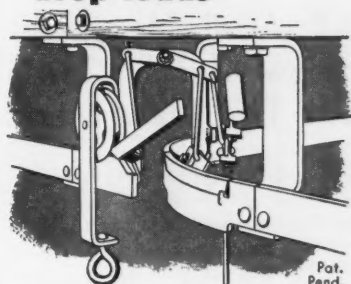
Sales: 12 lots.

THURSDAY, MAY 24, 1956

July	12.60b	12.70	12.70	12.65b	75a
Oct.	12.90	12.90	12.85	12.70b	83a
Jan.	13.05b	13.00	12.90	12.90b	13.05a
Apr.	13.20b			13.15b	25a
July	13.40b			13.35b	50a
Oct.	13.55b			13.50b	65a

Sales: 14 lots.

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Grubs annually do millions of dollars worth of damage by drilling holes into cattle hides. As many as six holes to an inch square area of cattle hide have been found by tanners who process hides for commercial use. Administered internally to cattle, the chemical kills grubs before they can do any damage.

MAY 26, 1956

LIVESTOCK MARKETS...Weekly Review

All April Slaughter Below March; Cattle Set Two New Marks

Livestock slaughter under federal inspection in April, although smaller in all instances from butchering during March, continued generally high and was the largest for the month in several years. Slaughter of hogs; however, as a high, went back only a few years. Cattle slaughter for the month established a new all-time mark and for the four months, was also a new record.

Inspected packers slaughtered a total of 1,544,684 cattle in April compared with 1,565,971 in March, while registering a kill of about 93,000 head larger than the 1,451,705 in April of last year. The record four-month accumulated slaughter of 6,291,078 head was about 481,000 larger than for the same period of last year.

Calf slaughter, down about 43,000 head from March, totaled 603,503 head for the largest kill for the month since 1947 and compared with 595,814 butchered in April 1955. The year total, with each month showing a gain over last year, numbered 2,438,152 for about a 102,000-head increase over the 2,335,876 calves butchered in the first four months of last year.

Slaughter of hogs, tapering off comparatively fast, numbered 5,252,031 as against 6,326,637 in March. April hog slaughter, however, was about 15 per cent larger than the 4,472,045 killed in the month last year. The comparatively heavy slaughter of the animals in the previous three months helped push the four-month kill 20 per cent to 24,206,260 head compared

with 20,119,993 in April last year.

Sheep and lamb slaughter, consisting to a large extent of new crop lambs, totaled 1,129,286 head. This was smaller than either the 1,215,816-head kill for March and the 1,-

179,811 butchered in April of last year. Large January and February slaughter of the animals helped bring the four-month total to 4,837,328 for about a 110,400 head advantage over last year's kill of 4,726,905 for the period.

FEDERALLY INSPECTED SLAUGHTER

CATTLE			
	1956	1955	
January	1,696,893	1,521,087	
February	1,483,538	1,313,151	
March	1,565,971	1,524,490	
April	1,544,684	1,451,705	
May	1,559,873	1,559,873	
June	1,640,677	1,640,677	
July	1,524,475	1,524,475	
August	1,796,589	1,796,589	
September	1,751,619	1,751,619	
October	1,692,772	1,692,772	
November	1,661,680	1,661,680	
December	1,617,280	1,617,280	
CALVES			
	1956	1955	
January	601,938	563,468	
February	586,005	517,039	
March	646,706	659,555	
April	603,503	605,814	
May	587,528	587,528	
June	610,500	610,500	
July	549,644	549,644	
August	645,579	645,579	
September	709,537	709,537	
October	727,738	727,738	
November	700,096	700,096	
December	682,647	682,647	
HOGS			
	1956	1955	
January	6,705,202	5,518,937	
February	5,922,330	4,637,846	
March	6,326,637	5,491,165	
April	5,252,031	4,472,045	
May	5,252,031	4,472,045	
June	5,252,031	4,472,045	
July	5,252,031	4,472,045	
August	5,252,031	4,472,045	
September	5,252,031	4,472,045	
October	5,252,031	4,472,045	
November	5,252,031	4,472,045	
December	5,252,031	4,472,045	
SHEEP AND LAMBS			
	1956	1955	
January	1,320,048	1,223,337	
February	1,163,178	1,079,567	
March	1,215,816	1,244,190	
April	1,129,286	1,179,811	
May	1,228,444	1,228,444	
June	1,205,300	1,205,300	
July	1,075,774	1,075,774	
August	1,238,670	1,238,670	
September	1,344,466	1,344,466	
October	1,247,536	1,247,536	
November	1,161,585	1,161,585	
December	1,154,810	1,154,810	
FOUR-MONTH TOTALS			
	1956	1955	
Cattle	6,291,078	5,810,433	
Calves	2,438,152	2,335,876	
Hogs	24,206,260	20,119,993	
Sheep	4,837,328	4,726,905	

KINDS OF LIVESTOCK KILLED

†The classification of livestock slaughtered under federal inspection during March 1956, compared with February 1956 and March 1955 is shown below:

	Mar. 1956 Per cent	Feb. 1956 Per cent	Mar. 1955 Per cent
Cattle:			
Steers	57.0	54.1	50.7
Heifers	16.3	15.5	17.1
Cows	25.1	28.7	30.4
Bulls & stags	1.6	1.7	1.8
Totals ¹	100.0	100.0	100.0
Canners & cutters ²	12.5	13.6	13.8
Hogs:			
Sows	6.2	5.4	5.3
Barrows & gilts	93.4	94.0	94.0
Stags & boars	.4	.6	.7
Totals ¹	100.0	100.0	100.0
Sheep and Lambs:			
Lambs & yearlings	97.8	97.7	97.6
Sheep	2.2	2.3	2.4
Totals ¹	100.0	100.0	100.0

†Based on reports from packers. ‡Totals based on rounded numbers. §Included in cattle classification.

Say Props Hike Feed Costs

Colorado stockmen have indicated that the cost of bringing cattle to marketable flesh has increased \$6 to \$8 per head since the executive order advancing the price of corn under allotment to \$1.50 per bu. and placing a \$1.25 per bu. support under unallotted corn was placed into effect.

HOG-CORN PRICE RATIOS

Hog and corn prices at Chicago and hog-corn price ratios compared:

	Barrows and gilts av. per cwt.	No. 3 Corn yellow per bu.	Ratios based on barrows and gilts
Apr. 1956	\$15.13	\$1.452	10.4
Mar. 1956	12.98	1.321	9.8*
Apr. 1955	16.90	1.460	11.6

H. L. SPARKS & COMPANY



LIVESTOCK BUYERS

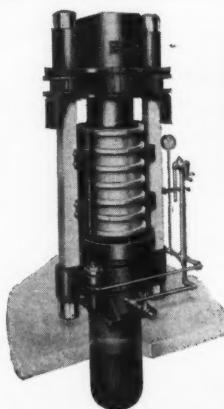
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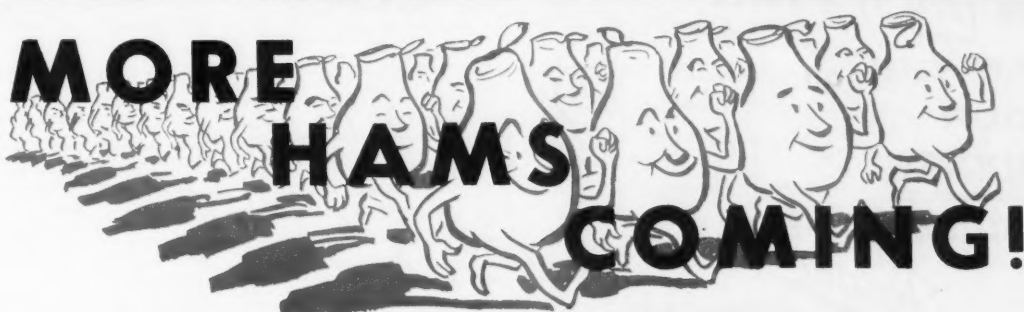
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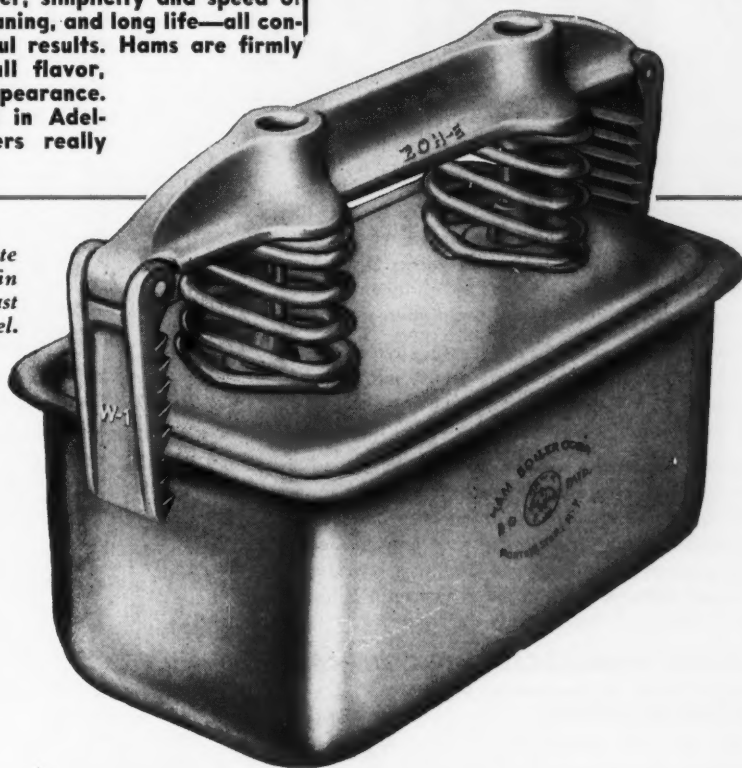


World Hog Population Up To All-Time High in 1955

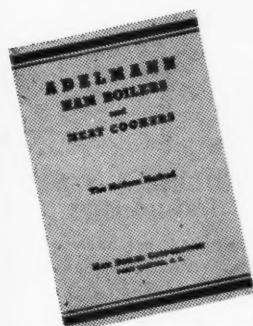
According to latest figures of the United States Department of Agriculture an all-time high of 373 million head was reached in 1955. This is 27% above pre-war, and 52% above the low level of 1946-50. Are you prepared? Why not check your equipment today?

ADELMANN HAM BOILERS are designed for better hams. For 40 years, progressive packers have standardized on Adelmann Ham Boilers because of their sturdy quality and long life in constant production.

ADELMANN HAM BOILERS have unusual and exclusive features, with demonstrated practical advantages. Controlled superior pressure, elliptical springs, self-sealing and non-tilting cover, simplicity and speed of operation, easy cleaning, and long life—all contribute to successful results. Hams are firmly moulded, have full flavor, and appetizing appearance. Hams produced in Adelmann Ham Boilers really sell!



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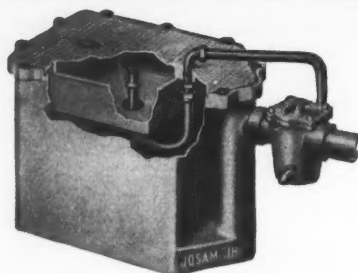
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Josam
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Why allow grease to cause you trouble and expense? The Josam Series "JH" Grease Interceptor intercepts over 95% of the grease in waste water "at the turn of a valve" and draws off the intercepted grease to a storage container. There's no cover to remove — no mess — no inconvenience — no odor — no clogged drain lines.

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MICHIGAN CITY, INDIANA



JOSAM MANUFACTURING COMPANY

Dept. NP, Michigan City, Indiana

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PACKERS' PURCHASES

Purchases of livestock by packers at principal centers for the week ended Saturday, May 19, 1950, as reported to The National Provisioner:

CHICAGO

Armour, 9,670 hogs; Shippers, 7,847 hogs; and others, 18,334 hogs. Totals: 20,826 cattle, 1,049 calves, 35,851 hogs, and 2,215 sheep.

KANSAS CITY

	Cattle	Calves	Hogs	Sheep
Armour...	2,492	681	1,927	1,723
Swift ..	2,729	901	3,526	2,547
Wilson ..	1,499	...	3,700	...
Butchers.	5,717	52	1,288	1,258
Others ..	713	...	1,123	2,441
Totals...	13,150	1,634	11,564	7,969

OMAHA

	Cattle and Calves	Hogs	Sheep
Armour ...	6,386	5,450	908
Cudahy ...	3,641	5,084	709
Swift	5,224	4,871	1,416
Wilson	2,974	3,984	1,295
Am. Stores.	514
Cornhusker.	1,058
O'Neill	677
Neb. Beef ..	626
Gr. Omaha.	782
Rothschild.	1,190
Roth	779
Kingan	1,450
Union	777
Others	906	7,973	...
Total	26,984	27,362	4,088

E. ST. LOUIS

	Cattle	Calves	Hogs	Sheep
Armour...	3,000	896	10,990	1,173
Swift ...	3,563	1,794	11,831	1,464
Hunter ..	1,079	...	7,338	...
Hell	2,245	...
Krey	3,193	...
Totals ..	7,642	2,600	35,006	2,637

ST. JOSEPH

	Cattle	Calves	Hogs	Sheep
Swift ...	3,763	433	11,141	4,652
Armour...	3,403	343	6,032	1,510
Others ..	4,566	...	3,262	472
Totals*	11,732	776	20,435	6,634

*Do not include 159 cattle, 351 calves, 2,214 hogs, and 986 sheep direct to packers.

ST. LOUIS

	Cattle	Calves	Hogs	Sheep
Armour...	3,580	2	5,902	991
S.C. Dr.
Beef	2,352
Swift	3,125	...	3,319	1,235
Butchers.	695
Others ..	6,383	...	3,101	13
Totals...	16,135	5	19,412	2,239

WICHITA

	Cattle	Calves	Hogs	Sheep
Cudahy ..	1,324	587	2,812	...
Dunn	162
Dold	121	...	516	...
Kansas ..	715
Excel	555
Armour...	102	1,807
Swift	1,898
Sunflower	72
Others ..	931	...	106	1,907
Totals ..	3,982	587	3,434	5,612

OKLAHOMA CITY

	Cattle	Calves	Hogs	Sheep
Armour...	1,699	146	2,174	1,384
Wilson ..	2,075	225	2,336	1,636
Others ..	3,799	390	915	...
Totals*	7,503	771	5,425	3,020

*Do not include 1,348 cattle, 184 calves, 10,371 hogs and 3,430 sheep direct to packers.

LOS ANGELES

	Cattle	Calves	Hogs	Sheep
Armour...	191	60
Cudahy
Swift ...	152
Wilson ..	143
Atlas	909
Ideal	752
Com'l. ...	735
Sur Vall.	606
United ..	542	2	397	...
Goldring.	533
Others ..	3,025	431	705	...
Totals ..	7,588	493	1,102	...

DENVER

	Cattle	Calves	Hogs	Sheep
Armour...	1,891	68	...	2,392
Swift ...	1,300	144	5,009	1,805
Cudahy ..	824	88	5,596	184
Wilson ..	784	2,634
Others ..	12,962	948	2,495	254
Totals...	17,761	1,243	13,100	7,269

CINCINNATI

	Cattle	Calves	Hogs	Sheep
Gall	219
Schlachter	252	28	...	333
Others ..	3,742	1,348	12,456	...
Totals ..	3,994	1,376	12,456	572

ST. PAUL

	Cattle	Calves	Hogs	Sheep
Armour...	5,826	2,607	13,503	315
Bartsch ..	1,160
Rifkin ...	1,007	35
Superior.	1,784
Swift ...	7,278	2,914	19,146	1,584
Others ..	2,028	2,500	10,093	40
Totals...	19,083	8,056	42,742	1,939

FORT WORTH

	Cattle	Calves	Hogs	Sheep
Armour...	942	992	2,157	8,786
Swift ...	1,391	834	1,624	10,882
City	385	17
Rosenthal	153	55
Totals ..	2,871	1,898	3,781	19,668

TOTAL PACKER PURCHASES

	Week ended May 19	Prev. week May 19	Same week 1955
Cattle ..	150,251	270,668	169,834
Hogs ...	232,270	262,255	211,668
Sheep ...	63,862	84,499	87,936

CORN BELT DIRECT TRADING

Des Moines, May 23—Prices at the ten concentration yards in Iowa and Minnesota were quoted by the USDA as follows:

Barrows, gilts, U.S. 1-3:	120-180 lbs.	180-240 lbs.	240-270 lbs.	270-330 lbs.
	\$14.00@16.25	16.00@17.25	15.25@16.80	15.00@16.25
Sows, choice:		15.25@15.85	14.50@15.35	13.00@14.60

Corn Belt hog receipts were reported by the U.S. Department of Agriculture as follows:

	This week est.	Last week actual	Last year actual
May 17 ..	36,090	55,000	43,000
May 18 ...	37,100	52,000	44,000
May 19 ...	35,593	20,500	34,000
May 21 ..	50,000	40,500	50,000
May 22 ..	50,000	28,500	49,500
May 23 ..	45,000	31,500	37,000

STOCKER — FEEDER SHIPMENTS

Stocker and feeder livestock received in nine Corn Belt states compared:

CATTLE AND CALVES

	1956	1955
Public stockyards	116,608	156,863
Direct	90,467	115,267
Totals	210,075	272,130
Jan.-Apr.	844,248	949,461

SHEEP AND LAMBS

	1956	1955
Public stockyards	38,016	44,284
Direct	78,721	112,180
Totals	114,737	156,464
Jan.-Apr.	534,970	637,522

Data in this report were obtained from state veterinarians. Under "Public stockyards" are included stockers and feeders bought at stockyard markets. Under "Direct" are included stock coming from points other than public stockyards, some of which are inspected and fed at public stockyards en route.

SLAUGHTER REPORTS

Special reports to THE NATIONAL PROVISIONER, showing the number of livestock slaughtered at 13 centers for the week ended May 19, 1956, compared:

	CATTLE		Cor.
	Week Ended	Prev. Week	
Chicago†	20,826	23,156	24,580
Kan. City†	14,784	14,116	13,466
Omaha†	25,632	28,684	29,540
E. St. Louis†	10,242	10,367	9,814
St. Joseph†	11,555	11,034	12,087
Sioux City†	10,106	11,808	8,851
Wichita†	4,689	3,639	3,493
New York & Jer. City†	9,989	14,443	11,739
Okla. City†	9,806	9,836	8,199
Cincinnati†	4,097	3,742	5,177
Denver†	21,130	13,163	13,638
St. Paul†	17,035	15,743	17,653
Milwaukee†	4,392	4,311	4,735
Totals	164,300	164,042	162,922

	HOGS		Cor.
	Week Ended	Prev. Week	
Chicago†	28,004	34,175	28,305
Kan. City†	11,564	12,979	8,225
Omaha†	34,805	45,319	35,480
E. St. Louis†	35,606	39,460	21,633
St. Joseph†	19,387	24,090	18,318
Sioux City†	14,040	18,808	9,987
New York & Jer. City†	8,369	10,622	9,515
Okla. City†	52,039	45,439	47,956
Okla. City†	15,976	15,461	8,490
Cincinnati†	11,096	11,740	11,089
Denver†	11,908	12,372	9,777
St. Paul†	32,649	36,539	30,738
Milwaukee†	4,547	4,673	5,573
Totals	280,080	311,458	243,086

	SHEEP		Cor.
	Week Ended	Prev. Week	
Chicago†	2,215	1,743	4,722
Kan. City†	7,969	9,184	13,005
Omaha†	6,225	5,949	11,734
E. St. Louis†	2,637	1,744	2,242
St. Joseph†	6,738	7,880	10,439
Sioux City†	1,908	1,918	3,324
Wichita†	3,705	3,502	3,085
New York & Jer. City†	35,237	44,310	47,081
Okla. City†	6,450	7,923	9,188
Cincinnati†	345	244	105
Denver†	8,791	12,946	7,308
St. Paul†	1,899	1,569	3,587
Milwaukee†	591	653	353
Totals	84,782	99,565	116,173

*Cattle and calves.
†Federally inspected slaughter, including directs.
‡Stockyards sales for local slaughter.
§Stockyards receipts for local slaughter, including directs.

CANADIAN KILL

Inspected slaughter of livestock in Canada for week ended May 12:

	Ended May 12 1956	Same week 1955
CATTLE		
Western Canada	17,350	16,068
Eastern Canada	18,468	17,864
Totals	35,855	33,932
HOGS		
Western Canada	57,070	68,148
Eastern Canada	60,994	52,794
Totals	118,064	120,942
All-hog carcasses graded	125,698	128,441
SHEEP		
Western Canada	1,396	1,872
Eastern Canada	1,905	1,799
Totals	3,301	3,671

NEW YORK RECEIPTS

Receipts of salable livestock at Jersey City and 41st st., New York market for week ended May 19:

	Cattle	Calves	Hogs	Sheep
Salable	206	19	9	0
Total (incl. directs)	3,747	2,575	23,643	13,423
Prev. week	177	21
Total (incl. directs)	4,749	2,115	23,482	15,535

*Including hogs at 31st St.

CHICAGO LIVESTOCK

Supplies of livestock at the Chicago Union Stockyards for current and comparative periods:

RECEIPTS		Cattle	Calves	Hogs	Sheep
May 17..	1,942	332	9,024	505	
May 18..	358	188	6,445	661	
May 19..	175	430	1,795	389	
May 21..	20,454	428	9,165	946	
May 22..	5,500	300	9,500	1,400	
May 23..	15,000	300	9,500	1,200	
*Week		so far	40,954	1,028	28,165
Wk. ago		35,046	1,001	26,598	4,113
Yr. ago		40,516	1,725	38,101	7,551
2 yrs. ago		40,740	1,733	36,821	4,550
*Including		513	cattle	4,208	hogs
and		1,153	sheep	direct	to packers.

SHIPMENTS		May 17..	2,109	2	1,645	404
May 18..	100	...	200
May 19..	79	...	406	...	4	...
May 21..	6,576	21	1,431
May 22..	3,000	...	1,600	100
May 23..	6,000	...	1,000	100
Week		so far	15,576	21	3,431	100
Wk. ago		13,935	64	3,991	692	...
Yr. ago		14,993	170	7,618	2,522	...
2 yrs. ago		13,522	294	7,347	199	...

MAY RECEIPTS		1956	1955
Cattle	151,715	150,564	
Calves	6,326	7,797	
Hogs	174,326	176,832	
Sheep	18,972	43,084	
MAY SHIPMENTS		1956	1955
Cattle	72,977	65,014	
Hogs	25,887	44,256	
Sheep	2,455	14,599	

CHICAGO HOG PURCHASES

Supplies of hogs purchased at Chicago, week ended Wed., May 23:

	Week ended	May 23	May 16
Packers' purch.	25,643	28,586	
Shippers' purch.	11,590	9,052	
Totals	37,233	37,638	

LIVESTOCK RECEIPTS

Receipts at 20 markets for the week ended Friday, May 18 with comparisons:

Week to	Cattle	Hogs	Sheep
date	255,000	402,000	139,000
Previous week	277,000	444,000	162,000
Same wk.	1955	289,000	364,000
1956 to date	5,506,000	10,592,000	3,230,000
1955 to date	5,535,000	9,939,000	3,582,000

PACIFIC COAST LIVESTOCK

Receipts at leading Pacific Coast markets, week ended May 17:

	Cattle	Calves	Hogs	Sheep
Los Ang.	8,100	675	1,150	350
N. P'tland.	2,900	460	1,900	2,000
San Fran.	700	200	950	3,300

LIVESTOCK PRICES AT INDIANAPOLIS

Livestock prices at Indianapolis on Wednesday, May 23 were reported as follows:

CATTLE:	Cwt.
Steers, prime	None
Steers, good & ch.	\$18.00@21.00
Heifers, good & ch.	17.50@19.25
Cows, util. & com'l.	12.50@14.50
Cows, can. & cut.	11.00@13.50
Bulls, util. & com'l.	14.50@16.00
Bulls, cutter	13.00@14.50

VEALERS:	
Choice & prime	\$22.00@24.00
Good & choice	20.50@22.00
Calves, gd. & ch.	17.00@20.00

HOGS:	
U.S. 1-3, 120/180	\$13.00@18.00
U.S. 1-3, 180/200	17.75@18.25
U.S. 1-3, 200/220	18.00@18.35
U.S. 1-3, 220/240	17.50@18.25
U.S. 1-3, 240/270	17.00@18.00
U.S. 1-3, 270/300	16.25@17.25
Lows, ch.	270/300... 14.50@15.50

LAMBS:	
Gd. & ch., old crop	\$18.50@20.00
Springers, gd. & ch.	24.50@26.50

Nothing sells meat like **COLOR**

SMOKED MEATS

Retain color with CERELOSE brand dextrose

Prevents fading in cured meats more effectively than any other sugar

Many meat packers have discovered that with preservatives alone, color fades or darkens from oxidation when the meat is exposed to the air. You can be sure of holding the color of your meats effectively and economically when you use Cerelose® brand dextrose in your curing mixture.

Dextrose acts as a reducing agent, removing oxygen and fixing color so it is stable to light. Research has shown that it does this more effectively than other more expensive sugars.

Over a period of years, actual results reported by leading meat packers who use Cerelose have clearly confirmed the laboratory findings. In luncheon meats, meat loaves, frankfurters, bologna, tongues, corned beef, hams and shoulders, Cerelose produces dependable color.



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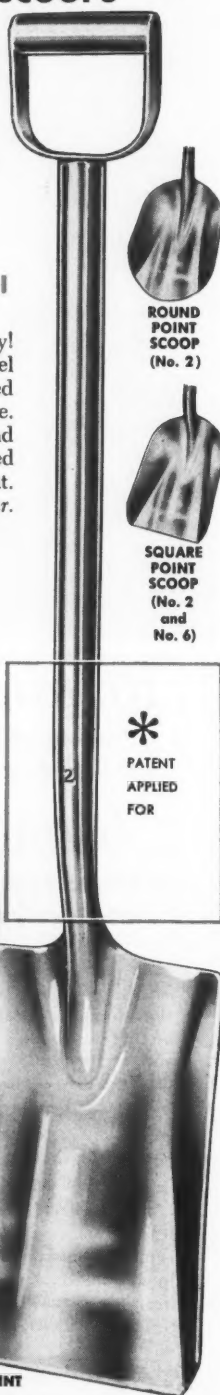
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STEEL DIVISION

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New Castle, Indiana

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Also makers of high carbon,
heat treated shovels,
spades and scoops

SQUARE POINT
SHOVEL
(No. 2 and No. 4)



WEEKLY INSPECTED SLAUGHTER

Slaughter of livestock at major centers during the week ended May 19, 1956 (totals compared) was reported by the U. S. Department of Agriculture as follows:

	Cattle	Calves	Hogs	Sheep & Lambs
Boston, New York City Area ¹	9,989	10,249	52,659	35,327
Baltimore, Philadelphia	7,382	1,417	26,386	2,907
Cin., Cleve., Detroit, Indpls.	17,335	8,238	87,430	15,840
Chicago Area	22,366	6,457	49,307	4,063
St. Paul-Wis. Areas ²	31,651	22,488	82,600	7,086
St. Louis Area ³	14,148	5,192	78,143	6,810
Sioux City	10,476	43	14,987	1,596
Omaha	27,926	704	55,277	10,153
Kansas City	13,530	3,135	20,772	8,533
Iowa-So. Minnesota ⁴	26,644	11,564	181,438	21,080
Louisville, Evansville, Nashville, Memphis	9,247	8,131	52,043	Not Available
Georgia-Alabama Areas ⁵	6,138	2,597	26,244	...
St. Jo'ph, Wichita, Okla. City	18,686	3,857	44,860	14,172
Ft. Worth, Dallas, San Antonio	16,365	6,671	18,445	27,805
Denver, Ogden, Salt Lake City	19,449	947	16,551	13,312
Los Angeles, San Fran. Areas ⁶	26,162	3,683	33,875	28,464
Portland, Seattle, Spokane	7,511	652	15,024	5,759
GRAND TOTALS	283,005	95,985	861,421	203,751
Totals same week 1955	301,764	105,773	823,019	257,483
Totals previous week	302,623	100,187	976,926	216,529

¹Includes Brooklyn, Newark and Jersey City. ²Includes St. Paul, So. St. Paul, Newport, Minn., and Madison, Milwaukee, Green Bay, Wis. ³Includes St. Louis National Stockyards, E. St. Louis, Ill., and St. Louis, Mo. ⁴Includes Cedar Rapids, Des Moines, Fort Dodge, Mason City, Marshalltown, Ottumwa, Storm Lake, Waterloo, Iowa, and Albert Lee, Austin, Minn. ⁵Includes Birmingham, Dothan, Montgomery, Ala., and Albany, Atlanta, Columbus, Moultrie, Thomasville, Tifton, Ga. ⁶Includes Los Angeles, Vernon, San Francisco, San Jose, Vallejo, Calif.

LIVESTOCK PRICES AT 11 CANADIAN MARKETS

Average price per cwt. paid for specific grades of steers, calves, hogs and lambs at 11 leading markets in Canada during the week ended May 12 compared with the same time 1955, was reported to the National Provisioner by the Canadian Department of Agriculture as follows:

STOCK-YARDS	GOOD STEERS Up to 1000 lbs.		VEAL CALVES Good and Choice		HOGS* Grade B ¹ Dressed		LAMBS Good Handweights	
	1956	1955	1956	1955	1956	1955	1956	1955
Toronto	\$18.07	\$19.95	\$25.00	\$22.50	\$23.00	\$24.91	\$23.75	\$22.50
Montreal	18.50	20.00	20.70	17.50	23.15	25.25	...	20.00
Winnipeg	17.25	18.42	24.00	23.71	20.33	21.83	19.00	19.00
Calgary	16.61	17.90	22.08	22.07	19.83	20.90	18.57	18.46
Edmonton	16.50	17.75	20.00	22.50	20.50	21.45	19.30	18.85
Lethbridge	16.25	17.80	...	20.87	...	20.55	...	18.75
Pr. Albert	15.90	17.35	21.50	22.50	18.90	20.70
Moose Jaw	15.85	17.35	19.15	18.00	18.85	20.65
Saskatoon	16.50	17.75	23.00	24.00	19.00	20.75	16.25	...
Regina	16.70	17.55	21.50	22.30	19.00	20.75
Vancouver	17.70	18.45	20.50	23.40	...	22.22

*Canadian Government quality premium not included.

SOUTHERN RECEIPTS

Receipts of livestock at six southern packing plant stockyards located in Albany, Moultrie, Thomasville, and Tifton, Georgia; Dothan, Alabama and Jacksonville, Florida during the week ended May 18:

	Cattle	Calves	Hogs
Week ended May 18	2,421	457	10,537
Week previous five days	3,355	798	14,061
Corresponding week last year	3,495	1,022	6,433

LIVESTOCK PRICES AT ST. JOSEPH

Livestock prices at St. Joseph, on Wednesday, May 23 were as follows:

CATTLE:	Cwt.
Steers, ch. & pr.	\$19.00@20.50
Steers, gd. & ch.	17.00@19.75
Heifers, gd. & ch.	16.50@18.00
Cows, util. & com'l.	10.00@13.00
Cows, can. & cut.	8.00@11.00
Bulls, util. & com'l.	12.25@14.25

VEALERS:	
Good & choice	\$18.00@21.00
Calves, gd. & ch.	15.00@17.00

HOGS:	
U.S. 1-3, 180/200	\$16.50@17.50
U.S. 1-3, 200/220	16.75@17.50
U.S. 1-3, 220/240	16.75@17.50
U.S. 1-3, 240/270	16.75@17.25
Sows, ch., 270/360	15.00@15.50

LAMBS:	
Old crop	None qtd.
Springers	\$24.00@26.00

LIVESTOCK PRICES AT SIOUX CITY

Livestock prices at Sioux City on Wednesday, May 23 were as follows:

CATTLE:	Cwt.
Steers, prime	None qtd.
Steers, choice	\$18.75@21.25
Steers, good	16.50@18.75
Steers, com'l.	15.00@16.00
Heifers, ch. & pr.	18.50@20.50
Heifers, gd. & ch.	16.00@18.00
Cows, util. & com'l.	12.00@13.50
Cows, can. & cut.	10.00@11.50
Bulls, util. & com'l.	13.00@14.50
Bulls, good (beef)	11.00@12.00

HOGS:	
U.S. 1-3, 180/200	\$16.00@17.25
U.S. 1-3, 200/220	16.75@17.75
U.S. 1-3, 220/240	16.75@17.50
U.S. 1-3, 240/270	16.00@17.25
U.S. 1-3, 270/300	15.75@16.50
Sows, ch., 270/360	15.50@16.25

LAMBS:	
Old crop	\$20.00@21.00
Springers	23.00@26.00

LIVESTOCK PRICES AT LEADING MARKETS

Livestock prices at five western markets on Tuesday, May 22 were reported by the Agricultural Marketing Service, Livestock Division, as follows:

St. L. N.S. Yds. Chicago Kansas City Omaha St. Paul

HOGS (Includes Bulk of Sales):

BARROWS & GILTS:

U.S. No. 1-3:

	St. L.	N.S.	Yds.	Chicago	Kansas City	Omaha	St. Paul
120-140 lbs., \$14.75-16.00	None qtd.	None qtd.	None qtd.	None qtd.	None qtd.	None qtd.	None qtd.
140-160 lbs., 15.75-16.75	None qtd.	None qtd.	None qtd.	None qtd.	None qtd.	None qtd.	None qtd.
160-180 lbs., 16.50-18.00	\$16.00-18.25	\$15.00-16.50	\$16.00-17.00	\$16.00-18.50			
180-200 lbs., 17.50-18.25	17.50-19.00	16.50-17.00	17.00-18.00	17.75-18.50			
200-220 lbs., 17.50-18.25	17.75-19.00	17.00-17.75	17.00-18.00	17.75-18.50			
220-240 lbs., 17.50-18.25	17.75-18.75	17.00-17.75	17.00-18.00	17.50-18.50			
240-270 lbs., 17.25-18.00	17.75-18.25	16.50-17.50	16.50-17.50	17.00-18.25			
270-300 lbs., 16.75-17.50	17.25-18.00	16.00-17.00	16.25-17.00	17.00-17.75			
300-330 lbs., None qtd.	16.75-17.50	15.50-16.50	16.00-16.50	16.50-17.50			
330-360 lbs., None qtd.	16.00-17.00	15.00-16.00	15.50-16.00	16.00-17.00			
Medium:							
160-220 lbs., 15.50-17.00	15.00-17.50	14.00-16.50	15.00-17.00	15.75-17.50			

SOWS:

Choice:

	St. L.	N.S.	Yds.	Chicago	Kansas City	Omaha	St. Paul
270-300 lbs., 15.50-16.00	None qtd.	15.00-16.00	16.00-16.50	17.00-17.50			
300-330 lbs., 15.50-16.00	16.00 only	14.75-15.75	16.00-16.50	16.00-17.00			
330-360 lbs., 15.25-16.00	15.50-16.00	14.50-15.25	15.50-16.25	15.75-16.50			
360-400 lbs., 15.00-15.75	15.00-15.75	14.25-15.00	15.00-15.75	15.50-16.00			
400-450 lbs., 14.75-15.50	14.75-15.25	14.00-14.50	14.50-15.25	15.00-15.50			
450-550 lbs., 14.00-15.25	13.75-15.00	13.00-14.25	13.25-15.25	14.00-15.00			

BOARS:

	St. L.	N.S.	Yds.	Chicago	Kansas City	Omaha	St. Paul
All wts., 8.75-11.00	9.00-11.50	None qtd.	9.00-11.00	9.25-11.25			

SLAUGHTER CATTLE & CALVES:

STEERS:

Prime:

	St. L.	N.S.	Yds.	Chicago	Kansas City	Omaha	St. Paul
700-900 lbs., None qtd.	None qtd.	None qtd.	None qtd.	None qtd.	None qtd.	None qtd.	None qtd.
900-1100 lbs., None qtd.	None qtd.	None qtd.	None qtd.	21.50-23.75	None qtd.	None qtd.	None qtd.
1100-1300 lbs., None qtd.	None qtd.	22.25-24.50	None qtd.	21.00-23.75	None qtd.	None qtd.	None qtd.
1300-1500 lbs., None qtd.	None qtd.	22.00-24.00	None qtd.	20.50-22.75	None qtd.	None qtd.	None qtd.

Choice:

	St. L.	N.S.	Yds.	Chicago	Kansas City	Omaha	St. Paul
700-900 lbs., None qtd.	19.75-22.00	None qtd.	18.50-20.75	None qtd.	None qtd.	None qtd.	None qtd.
900-1100 lbs., 19.00-20.50	20.00-22.25	19.50-21.00	19.00-21.00	20.00-21.00			
1100-1300 lbs., 19.00-20.50	20.00-22.25	19.50-21.00	19.00-21.00	19.50-21.00			
1300-1500 lbs., 18.50-20.00	19.75-22.25	19.00-21.00	18.50-21.00	19.00-20.75			

Good:

	St. L.	N.S.	Yds.	Chicago	Kansas City	Omaha	St. Paul
700-900 lbs., 17.00-19.50	17.25-20.00	17.00-19.00	16.50-18.50	16.25-18.50			
900-1100 lbs., 17.50-19.50	17.00-20.00	17.00-19.00	17.00-19.00	16.50-18.50			
1100-1300 lbs., 17.00-19.00	17.00-20.00	16.50-18.50	17.00-19.00	16.50-18.50			

Commercial:

	St. L.	N.S.	Yds.	Chicago	Kansas City	Omaha	St. Paul
all wts., 14.50-16.00	15.00-15.50	14.00-16.00	14.50-16.50	14.50-16.50			

Utility:

	St. L.	N.S.	Yds.	Chicago	Kansas City	Omaha	St. Paul
all wts., 13.50-14.50	14.00-15.00	13.00-14.00	13.50-14.50	13.50-14.50			

HEIFERS:

Prime:

	St. L.	N.S.	Yds.	Chicago	Kansas City	Omaha	St. Paul
600-800 lbs., None qtd.	None qtd.	None qtd.	None qtd.	None qtd.	None qtd.	None qtd.	None qtd.
800-1000 lbs., None qtd.	None qtd.	21.50-22.00	20.50-21.25	21.00-22.00	21.00-22.00		

Choice:

	St. L.	N.S.	Yds.	Chicago	Kansas City	Omaha	St. Paul
600-800 lbs., 18.50-20.50	19.00-21.50	18.50-20.50	19.00-21.00	19.00-21.00			
800-1000 lbs., 18.50-20.50	19.25-21.50	18.50-20.50	19.00-21.00	19.00-21.00			

Good:

	St. L.	N.S.	Yds.	Chicago	Kansas City	Omaha	St. Paul
500-700 lbs., 17.00-19.00	16.50-19.00	16.00-18.50	16.00-18.00	15.50-17.50			
700-900 lbs., 17.00-19.00	16.50-19.00	16.00-18.50	16.00-18.00	15.50-17.50			

Commercial:

	St. L.	N.S.	Yds.	Chicago	Kansas City	Omaha	St. Paul
all wts., 14.00-16.00	14.00-16.00	13.50-16.00	14.50-16.00	14.50-16.50			

Utility:

	St. L.	N.S.	Yds.	Chicago	Kansas City	Omaha	St. Paul
all wts., 13.00-14.00	13.00-14.00	12.00-13.50	13.50-14.50	13.50-14.50			

COWS:

Commercial:

	St. L.	N.S.	Yds.	Chicago	Kansas City	Omaha	St. Paul
all wts., 12.50-13.50	13.00-14.25	12.00-13.00	13.00-14.50	13.00-13.50			

Utility:

	St. L.	N.S.	Yds.	Chicago	Kansas City	Omaha	St. Paul
all wts., 12.00-12.50	11.75-13.00	11.00-12.25	11.50-13.00	12.00-13.00			

Can. & cut:

	St. L.	N.S.	Yds.	Chicago	Kansas City	Omaha	St. Paul
all wts., 8.50-12.00	10.50-12.50	9.00-11.00	10.00-11.25	9.00-11.50			

BULLS (Yrln. Excl.), All Weights:

	St. L.	N.S.	Yds.	Chicago	Kansas City	Omaha	St. Paul
Good, None qtd.	None qtd.	11.00-12.00	None qtd.	11.50-12.50			
Commercial, 13.50-14.50	15.00-15.75	13.00-14.00	13.50-14.50	13.50-14.50			
Utility, 12.50-13.50	13.50-15.00	12.00-13.00	12.50-13.50	13.50-14.00			
Cutter, 10.00-12.00	12.50-13.50	10.50-12.00	10.50-12.00	12.50-13.50			

VEALERS, All Weights:

	St. L.	N.S.	Yds.	Chicago	Kansas City	Omaha	St. Paul
Ch. & pr., 23.00-25.00	26.00-28.00	21.00-22.00	20.00-22.00	25.00-26.00			
Com'l & gd., 16.00-21.00	18.00-24.00	15.00-20.00	15.00-19.00	15.00-20.00			

CALVES (500 Lbs. Down):

	St. L.	N.S.	Yds.	Chicago	Kansas City	Omaha	St. Paul
Ch. & pr., None qtd.	None qtd.	19.00-20.00	18.00-19.00	20.00-22.00			
Com'l & gd., None qtd.	None qtd.	14.00-17.00	13.00-17.00	15.00-20.00			

SHEEP & LAMBS:

LAMBS (110 Lbs. Down):

	St. L.	N.S.	Yds.	Chicago	Kansas City	Omaha	St. Paul
Ch. & pr., None qtd.	None qtd.	None qtd.	None qtd.	21.00-22.00			
Gd. & ch., 21.00-22.00	None qtd.	None qtd.	None qtd.	19.00-21.00			

LAMBS (105 Lbs. Down) (Shorn):

	St. L.	N.S.	Yds.	Chicago	Kansas City	Omaha	St. Paul
Ch. & pr., 23.00-24.00	24.00-24.25	20.50-21.50	None qtd.	None qtd.			
Gd. & ch., 21.00-23.00	23.00-24.00	18.00-20.00	21.50 only	None qtd.			

SPRING LAMBS:

	St. L.	N.S.	Yds.	Chicago	Kansas City	Omaha	St. Paul
Gd. & pr., 22.50-26.00	26.00-29.25	22.00-26.00	23.00-26.00	23.00-26.00			

EWES (Shorn):

	St. L.	N.S.	Yds.	Chicago	Kansas City	Omaha	St. Paul
Gd. & ch., 5.00-5.50	4.50-5.50	5.00-6.00	5.00-5.50	5.00-5.50			
Cull & util., 3.00-5.00	3.50-4.50	4.00-5.00	3.00-5.00	2.50-4.50			

DICED RED OR GREEN Peppers AND SWEET CUBED PICKLES

For meat loaves that

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Sheep &
Lambs
35,237
2,907
15,840
4,063
7,096
6,810
1,896
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Not
Available
14,172
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PRICES CITY

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Cwt.
None qtd.
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15.75@16.50
15.50@16.25

\$20.00@21.00
23.00@25.75

DIVISIONER

MAY 26, 1956

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For Slaughterers and
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Do you need a partner or stockholder in your company who can make a modest investment, and also relieve you of a lot of responsibility? 25 years' packinghouse experience, beef and pork, controller, purchasing supplies, credits, office and general management. W-186, THE NATIONAL PROVISIONER, 15 W. Huron St., Chicago 10, Ill.

CONNECTICUT WHOLESALER: Would like to contact a full line packer to handle a complete line exclusively. Now buying about 30,000 pounds weekly from several packers on a seven day basis. Trailer truck unloading facilities. Possibilities of selling more if we can secure good product. W-188, THE NATIONAL PROVISIONER, 15 E. 41st St., New York 17, N.Y.

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Casing salesman, casing expert, thoroughly experienced, grading, bleaching, etc., going in a few months to Europe, especially Germany, to establish business. Well known and have personal contact with all importers and dealers, will represent packinghouse, casing producer or competitive casing house. Chiffre. W-182, THE NATIONAL PROVISIONER, 15 E. 41st St., New York 17, N.Y.

ATTENTION! PACKERS and BROKERS: Offerings wanted of grain fed baby beef—steers and heifers, 3/400 lb. weights. Contact Harold Wasserman, Looman Packers, Inc., 358 Broadway, Schenectady, New York.

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FAMILY MAN: In 30's with a brief knowledge of the packinghouse industry, seeks position. Well versed in all phases of office and business management. Personnel, sales, traffic, labor and industrial relations. Time and motion study, plant maintenance, purchasing and all packaging supplies such as boxes, paper and specialties. Excellent references and educational background. Would prefer midwest location. W-183, THE NATIONAL PROVISIONER, 15 W. Huron St., Chicago 10, Ill.

FOREMAN: Age 31. 5 years' experience as industrial engineer in all pork processing operations. Experienced in time studies, methods, layout, standard costs, yields, accounting procedures, and equipment investigations. Goal—plant manager. W-193, THE NATIONAL PROVISIONER, 15 E. 41st St., New York 17, N.Y.

SAUSAGE MAKER: Large or small plant. 24 years' experience. Can figure costs, yields and can handle help. References. W-167, THE NATIONAL PROVISIONER, 15 W. Huron St., Chicago 10, Ill.

PLANT SUPERINTENDENT: 30 years' experience. North and south production. References furnished upon request. Will locate anywhere. W-165, THE NATIONAL PROVISIONER, 15 W. Huron St., Chicago 10, Ill.

WORKING SAUSAGE FOREMAN: 19 years' experience. With complete knowledge of sausage production. Age 38. Prefer midwest, Oklahoma or Texas. W-184, THE NATIONAL PROVISIONER, 15 W. Huron St., Chicago 10, Ill.

HELP WANTED

EXECUTIVE SALES MANAGER NATURAL SAUSAGE CASINGS

Large well established international firm seeks competent aggressive man to develop and expand its sales force. The man we want has had experience in selling natural or artificial casings or packing house by-products, or in sausage manufacturing. He will operate from a midwestern location and will receive substantial five figure salary with increased remuneration commensurate with results. Some traveling necessary. All replies strictly confidential.

W-194, THE NATIONAL PROVISIONER
15 W. Huron St. Chicago 10, Ill.

OFFICE MANAGER: Experienced in accounting and tax matters. Also credit work. Packinghouse-sausage operation, Detroit area. Give full details of experience and present employer, education, age and family status in first letter. Application strictly confidential. W-185, THE NATIONAL PROVISIONER, 15 W. Huron St., Chicago 10, Ill.

BEEF MANAGER: Emphasis on boneless beef operation, sales, figures, management. Must take full responsibility. Young growing organization in large midwestern city. All correspondence confidential. Write, with full details, to Box W-191, THE NATIONAL PROVISIONER, 15 W. Huron St., Chicago 10, Ill.

SALES MANAGER: Medium sized mid-west sausage and pork packer has an opening for an aggressive sales manager to take full charge of sales training and sales promotion. Experience is necessary. Give full resumé of past experience. W-201, THE NATIONAL PROVISIONER, 15 W. Huron St., Chicago 10, Ill.

BROKERAGE HOUSE: Real opportunity for man in Chicago brokerage house. Write your qualifications in confidence to Box W-202, THE NATIONAL PROVISIONER, 15 W. Huron St., Chicago 10, Ill.

HELP WANTED

SALESMAN—NATURAL SAUSAGE CASINGS

Large well established firm, headquarters Chicago, complete line sheep, hog, beef, and sewed casings, wants capable traveling salesman. Experience selling natural, artificial casings, or packinghouse by-products, or in sausage manufacturing helpful, but not essential. Good starting salary, expenses and car allowance. Write in full confidence.

W-199, THE NATIONAL PROVISIONER
15 W. Huron St. Chicago 10, Ill.

ASSISTANT MANAGER

Chicago's finest and fastest growing manufacturer of high quality sausages and smoked meats seeks an ambitious and aggressive young man between 25-35 years of age with packing house experience and ability to take on responsibilities and leadership in management of various departments. Attractive offer with a future. State full details of your background. All letters confidential. W-196, THE NATIONAL PROVISIONER, 15 W. Huron St., Chicago 10, Ill.

SAUSAGE FOREMAN

Louisville area. Must have complete knowledge of producing full line of sausage, including meat leaves. One who can figure costs, yields, and can handle help. Must be sober, industrious, with actual experience. Steady job and good opportunity for right man. In replying, state age, family status, salary expected, and previous employers. Correspondence strictly confidential. W-197, THE NATIONAL PROVISIONER, 15 W. Huron St., Chicago 10, Ill.

SALES TRAINEE

Large well established natural sausage casing firm seeks young man to learn business and assist sales manager. Eventually travel. Good starting salary. Write giving complete information. All replies strictly confidential. W-198, THE NATIONAL PROVISIONER, 15 W. Huron St., Chicago 10, Ill.

FOOD INGREDIENT SALESMAN

KADISON-SCOEMAKER Laboratories, 703 W. Root St., Chicago, is desirous of adding one more experienced food ingredient salesman to their sales force. Prefer man who has following in the sausage and meat trade. Please contact Mr. Barney Kadison.

INEDIBLE and HIDE department of Ohio beef packer needs an experienced man to handle production supervision and sales. Excellent opportunity for right man. State experience and all particulars, and salary required. All replies will be kept strictly confidential. W-200, THE NATIONAL PROVISIONER, 15 W. Huron St., Chicago 10, Ill.

SEASONING SALESMEN

EXPERIENCED salesmen wanted for the bulk and blended seasoning field. Quality, reputable company is expanding operation in the field. Following territories open: New England states, New York state, Ohio, Virginia and West Virginia, Indiana, Illinois, Michigan, North and South Carolina, Tennessee, Kentucky. Give full details of past experience, etc. All replies confidential. W-192, THE NATIONAL PROVISIONER, 15 W. Huron St. Chicago 10, Ill.

REFRIGERATION: Excellent opportunity for young man experienced in ammonia refrigeration, to act as assistant to chief engineer for progressive mid-western beef packer. Write your qualifications in confidence to Box W-181, THE NATIONAL PROVISIONER, 15 W. Huron St., Chicago 10, Ill.

SALESMAN - BROKER: High caliber salesman wanted to represent finest quality dined pickle firm. Territory open. ACE PICKLE CO., 1622 S. Keeler Ave., Chicago 23, Ill. Phone RO 2-5535.

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